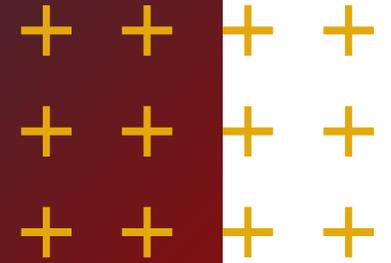


CARNEGIE



College Choice Trends

Part of the Summer Research Series from Carnegie and CollegeXpress

July 2025

About This Research

Each year following the May Deadline, Carnegie and CollegeXpress host a survey of graduating senior audiences on their perceptions of college, their journey to higher education, and opinions on key topics about the industry. In 2025, Carnegie expanded the audience of the survey to include future high school classes and parents of prospects, while preparing individual reports for each section of the research.

The findings in this document come from more than 3,400 students and parents who answered questions about how they made their college choices and searched for information, as well as other topics that will be reported on in Carnegie's Summer Research Series.

This report includes key findings of the research as well as an extensive appendix with key breakouts across audience types, demographics, and the type of school that the prospect (or in the case of parents, their child) intends to attend. Carnegie believes these breakouts to be key to segmenting your strategies and communication to offer an effective human connection to various audiences.

Let's get started.

Application and acceptance rates are holding steady.

Following the volatility experienced during the COVID-19 period, both the number of college applications submitted by graduating seniors and the number of acceptances have remained relatively consistent over the past three admissions cycles. The weighted outcomes for applications submitted per student in previous studies was 7.48 in 2023, dipped slightly to 7.33 in 2024, and rose again to 7.68 in 2025.

Competition among schools at the point of acceptance continues to be fierce, with **students being accepted to about 77% of the schools they applied to**. Most graduating seniors in this study got to pick from between five or six options from the colleges they applied to. Important to note was the fact that students from rural backgrounds, religious households, and those identifying with conservative political views reported higher acceptance rates, challenging some stereotypes about college bias. Conversely, students with the highest-grade point averages tended to have average acceptance rates, likely due to their applications being concentrated at more selective institutions.

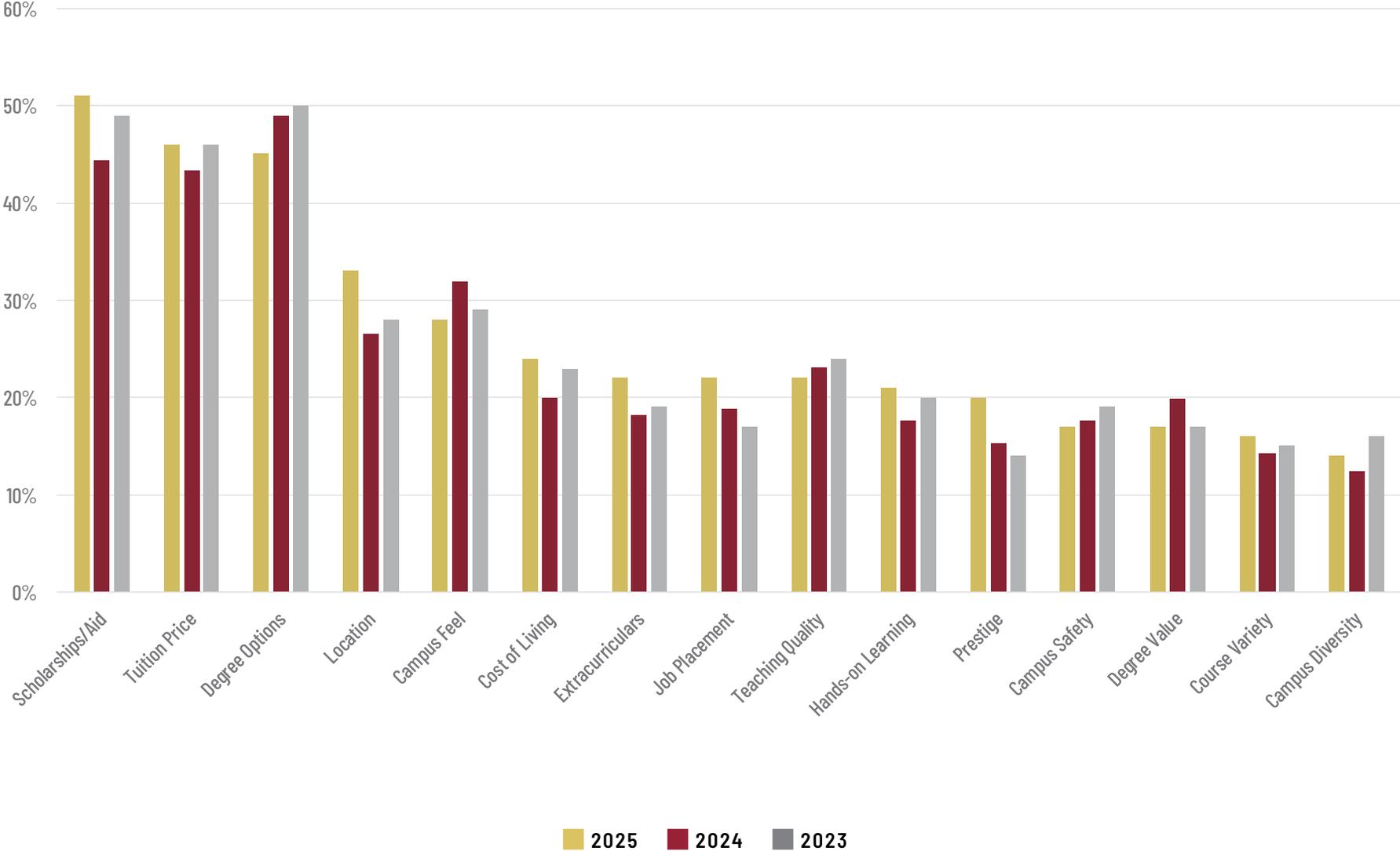
College selection factors shift gradually but have distinct layers of importance.

In 2025, scholarships and financial aid rebounded as the top college selection factor among graduating seniors. This marks a reversal from their decline in 2024, which was likely influenced in part due to difficulties surrounding the FAFSA application process many families experienced. Other factors that increased in importance include location, access to robust extracurricular activities, job placement, and institutional prestige. Dropping slightly in importance were degree options, campus feel, teaching quality, and campus safety.

College selection factors fall into three general tiers of importance. The top tier, comprising of tuition price, scholarships/aid, and degree options, has ranked near the top in every year we have tested this question with audiences, and are strong general areas of focus. The second tier of importance normally includes location, campus feel/personality, and teaching quality. However, due to shifts observed in 2025, the second tier is flattening out, suggesting that factors for selecting a college continue to be highly individualized. Prioritizing personalized communication and outreach strategies. Even a first level of considering differentiating messaging between students and their parents can offer a more effective and targeted approach.

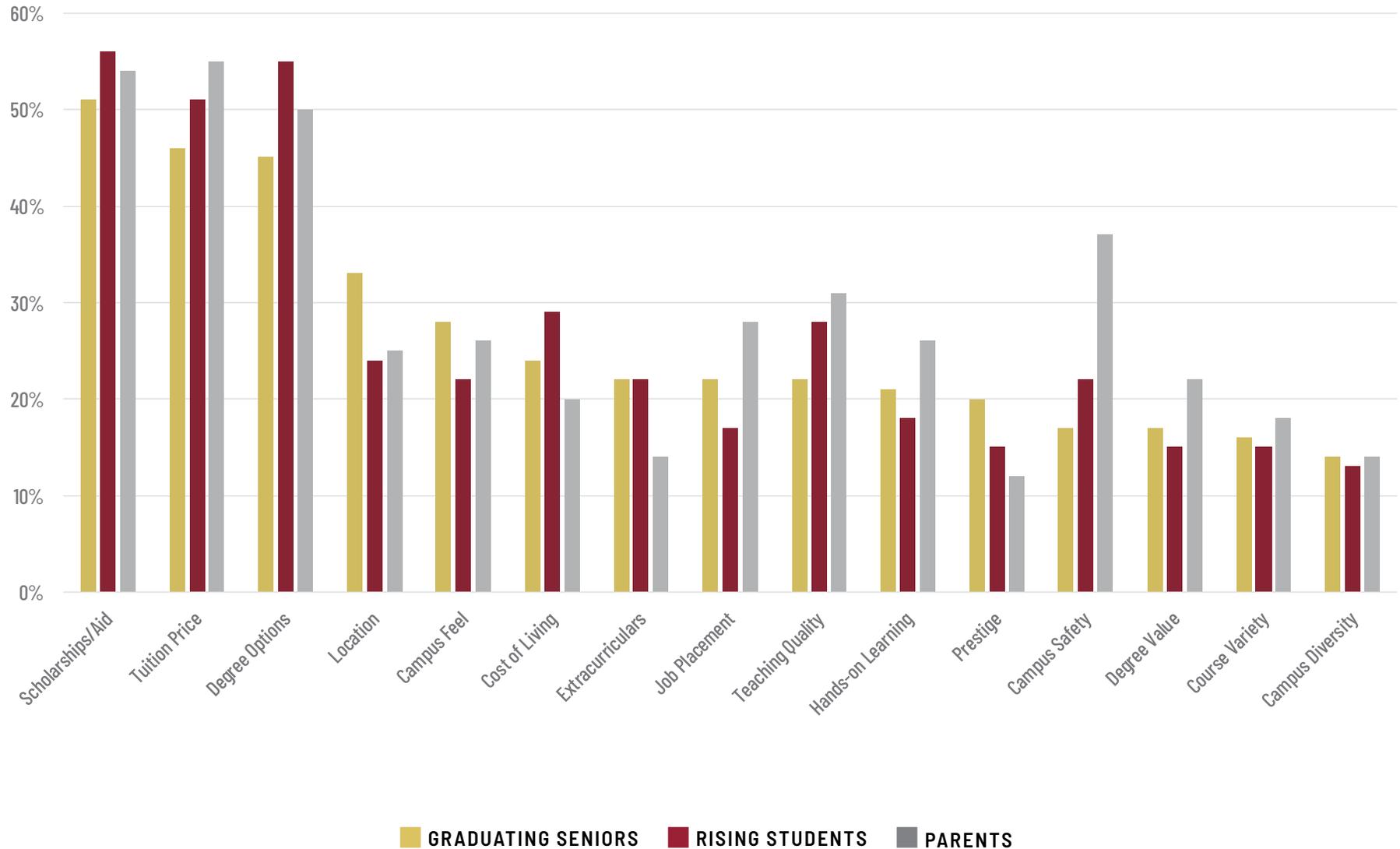
College Selection Factors (Graduating Seniors; Top 15 Choices)

Which factors do you consider most important when determining if a college is right for you?



College Selection Factors (All Audiences; Top 15 Choices)

Which factors do you consider most important when determining if a college is right for you/your child?



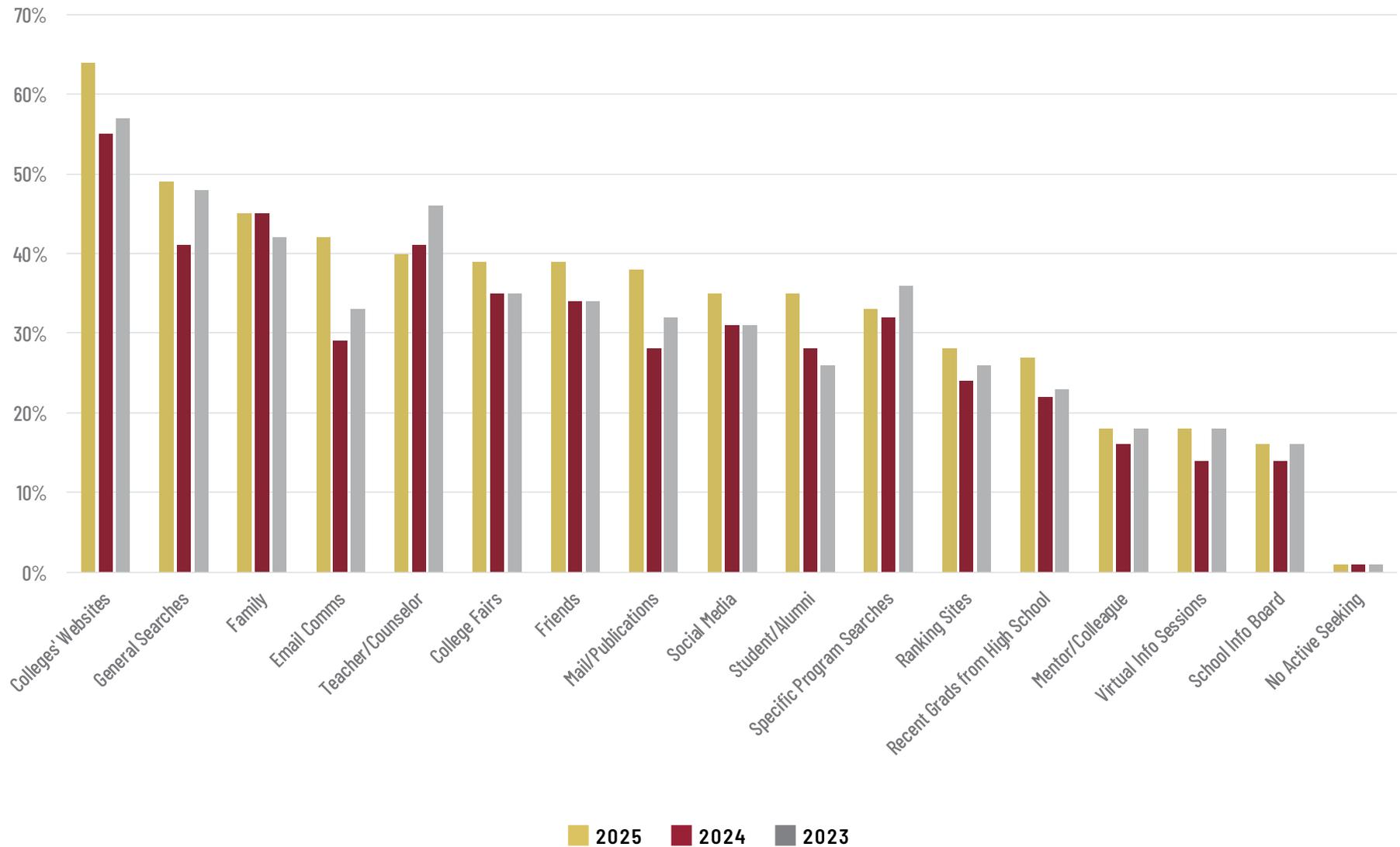
Information-seeking is up, especially on websites and in email communications.

While the importance of the college website has always been supported by our findings, this year the use of college websites to directly seek information is higher than in past cycles. And rising students cite it even more often than graduating seniors, suggesting a continued trend toward more eyes on web pages during the search process. In addition, attention paid to email comms saw a big jump in 2025, while most word-of-mouth factors remained consistent.

Parents tend to use the fewest information sources among these audiences. However, number of sources used is not the best way to track the depth of use, or if those information sources are successful. Because parents have fewer sources of information used, the impact is more about making the most of when your institution can get in front of this critical audience. They do appear to have good presence compared to their children when it comes to college fairs and virtual information sessions, so being sure content will be relevant to both audiences during these moments is important.

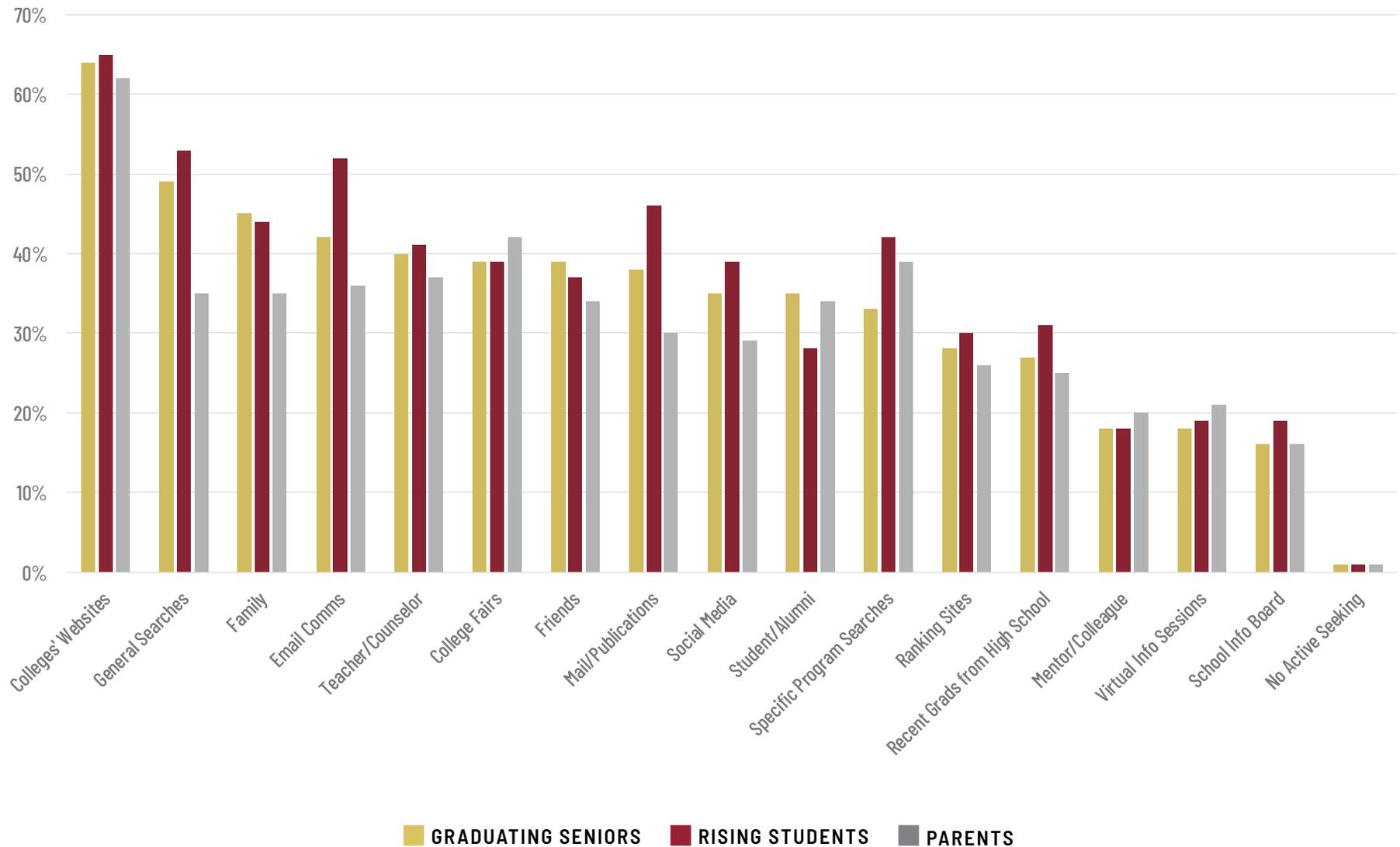
Information-seeking (Graduating Seniors)

Where did you seek out information about colleges or universities? (Select all that apply.)



Information-seeking (All Audiences)

Where did/do you seek out information about colleges or universities? (Select all that apply.)



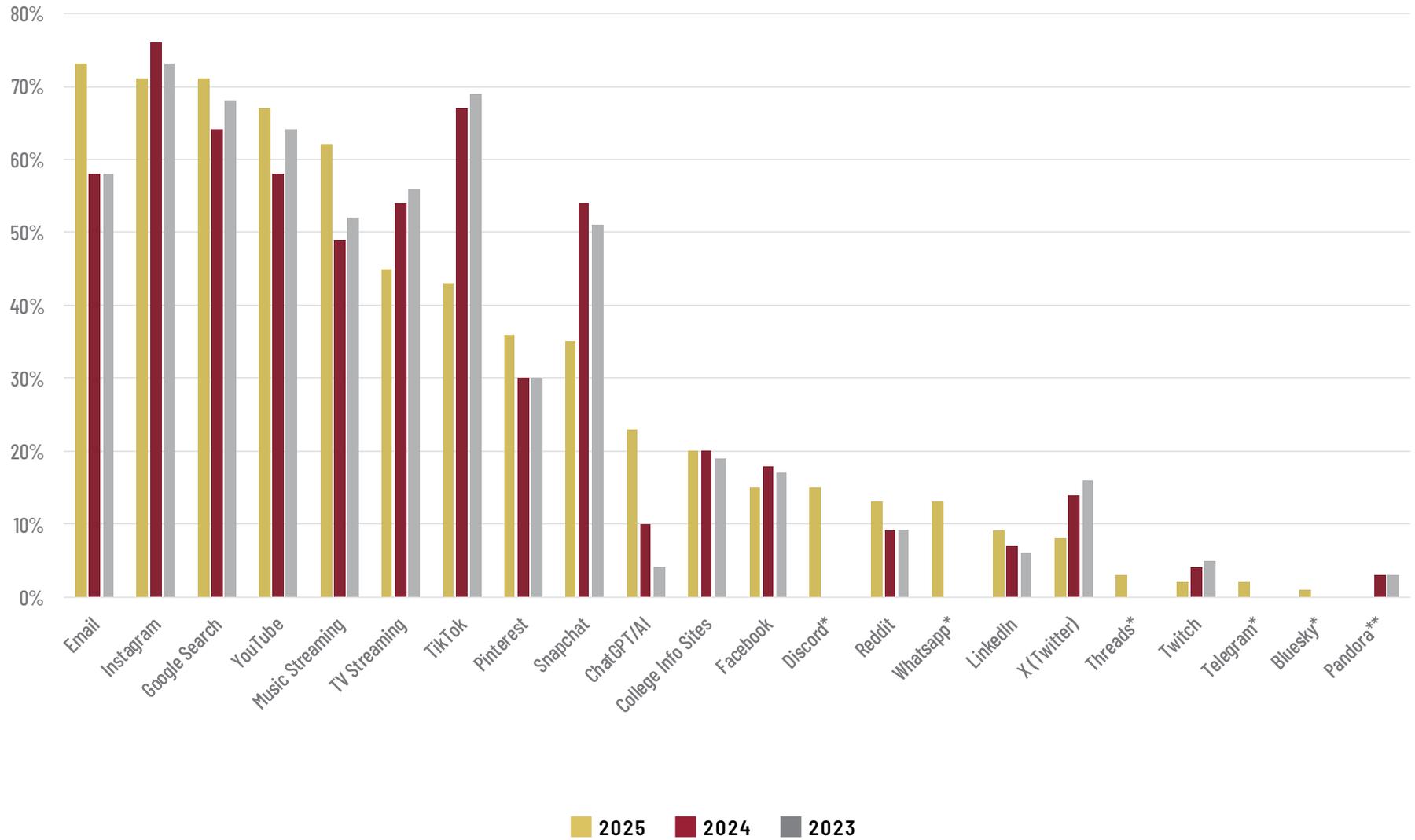
YouTube is strong, email makes a comeback, and AI rushes up the media use spectrum.

In a surprise upset, regular email usage among graduating seniors increased by over 10% in 2025, making it the most frequently used platform in our study. While Instagram lost slight ground compared to previous years, it remains the most popular social media platform. YouTube, Google Search, and Music Streaming usage also rose significantly. Notably, the use of AI tools more than doubled in use and continues to climb in position compared to other media use areas explored in our research.

TikTok usage among graduating seniors declined by over 20% in 2025 despite its strong performance in previous years. This considerable decrease was possibly due to proposed platform bans and algorithm shifts discussed during the 2024 political cycle. Snapchat experienced a similar decline in popularity among users, with X continuing a slow but gradual decline. These shifts highlight the importance of understanding platform relevance across different audiences. Comparing trends among graduating seniors, rising high school students, and parents can help institutions plan outreach strategies. For example, seeing what platforms rising students are using offers a preview into the media habits of future graduating senior classes.

Media Use (Graduating Seniors)

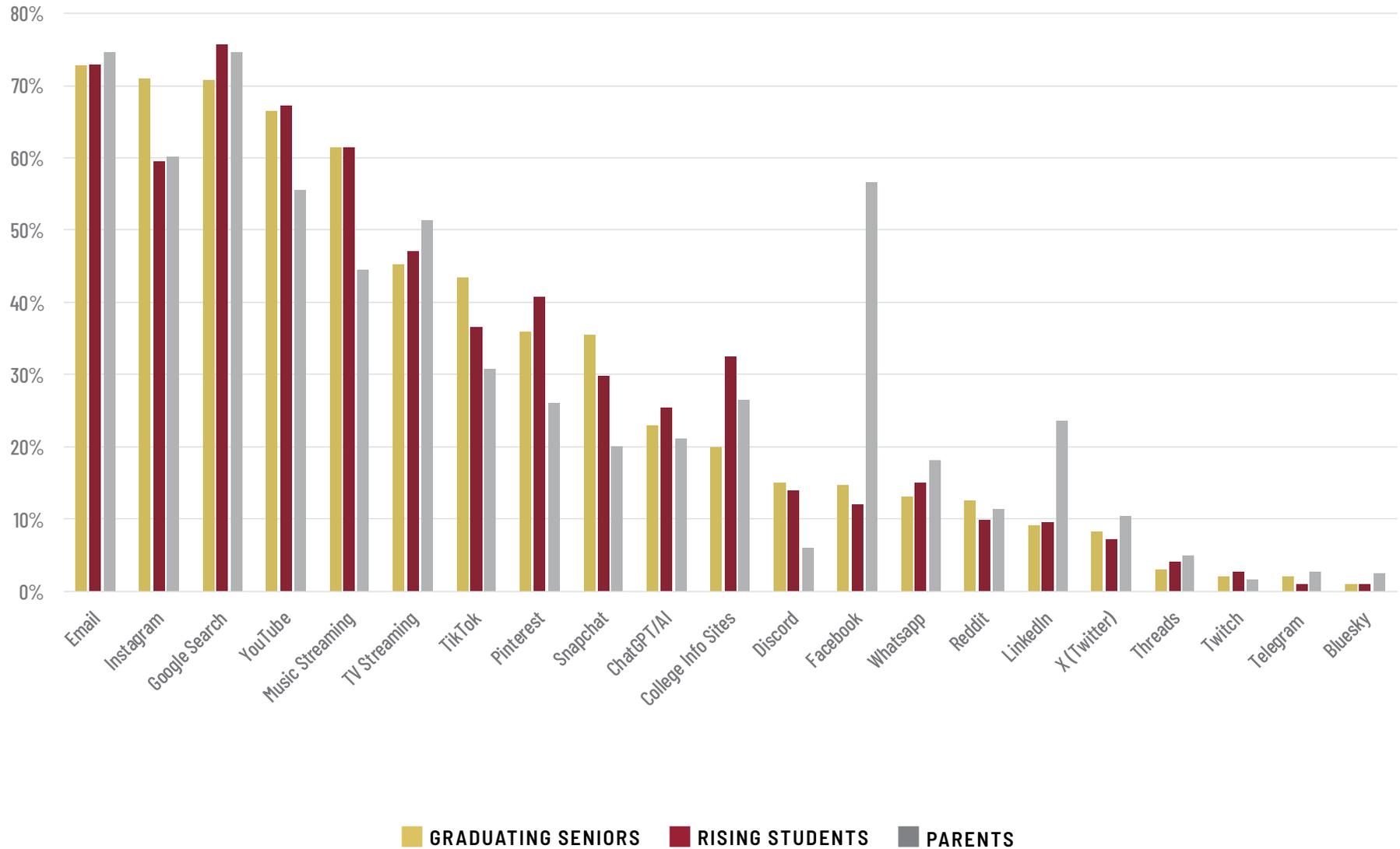
Which of these specific platforms do you use on a regular basis? (Select all that apply.)



*These platforms were only available to select in 2025
 ** This platform was no longer an option to select in 2025.

Media Use (All Audiences)

Which of these specific platforms do you use on a regular basis? (Select all that apply.)



“

Qualitative Themes

How Graduating Seniors are using digital media in their daily life.

Theme 1: Staying Connected

“It is a way of staying in contact and connecting with friends and family.”

“I spend time on this platform to gain information about things happening around me.”

“I must always be checking my emails for updates regarding the college and my job.”

Theme 2: Staving Off Boredom

“This is just to pass the time when I am bored. It stands out to me because it is entertaining.”

“I enjoy watching the quick videos after a long hard day.”

“Listening to music and watching funny videos. When I’m bored and don’t know what I want to watch I can generally find easy and sometimes inspiring entertainment here.”

Theme 3: Learning

“I use this to find information on colleges, majors, and careers.”

“Video essays, less brainrot/short-form content, openness to discussion in comment sections.”

Theme 4: Background to Life

“I put my shows on in the background while I do other things and helps me stay relaxed and enjoying boring things like chores.”

“I listen to music while I’m driving or studying. It helps to focus my mind.”

**Quotes may be adjusted slightly for grammar and clarity.*

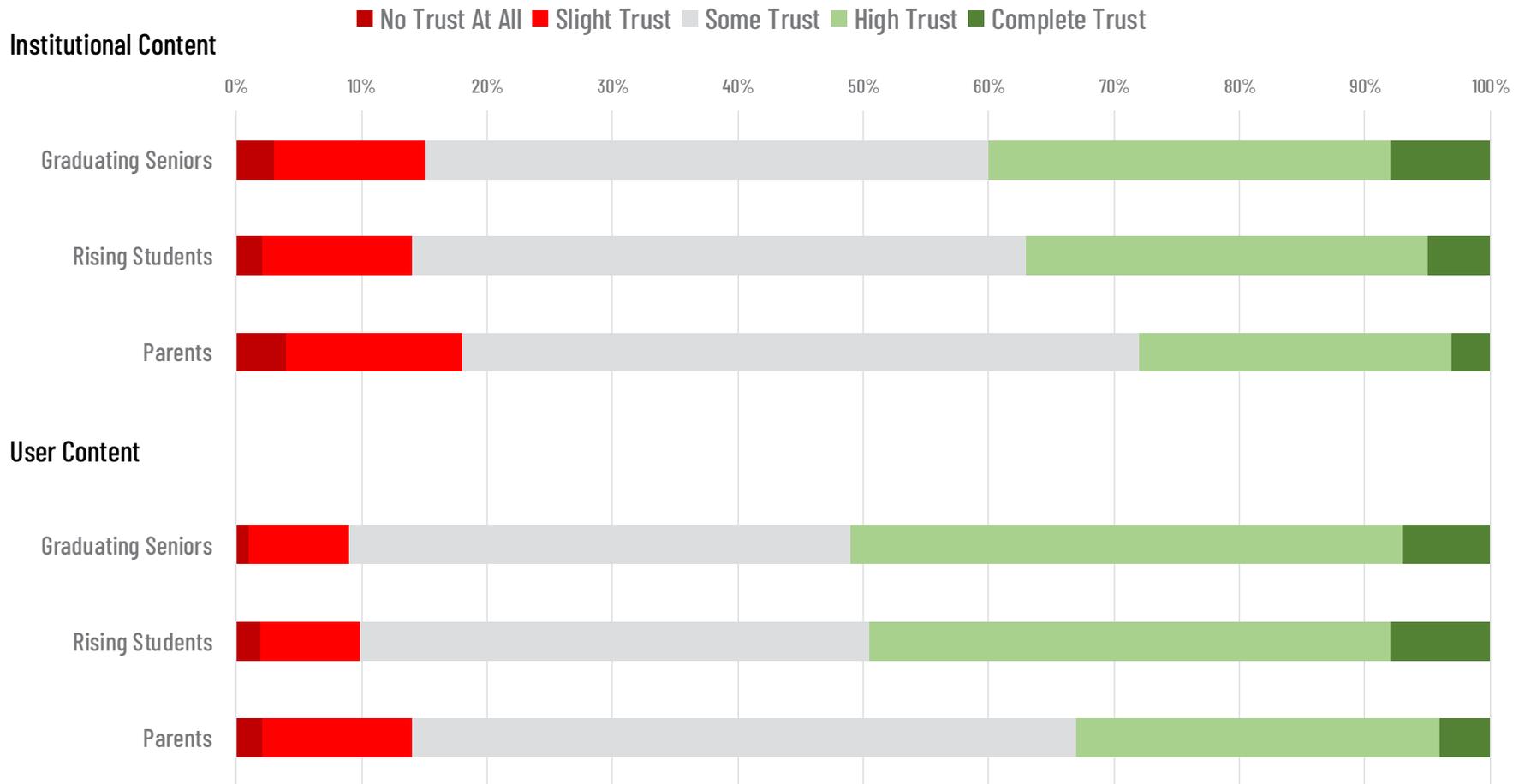
Trust in information on social media is up slightly in 2025, and the trust gap is retracting.

Trust in media, particularly online media, declined significantly in 2024, a trend likely influenced by the heightened political polarization commonly associated with presidential election years. However, in 2025, overall trust has rebounded, with some interesting differences across audiences. Notably, rising students reported less trust polarization (highest and lowest trust scores) in their perception of media trust.

In 2024, Carnegie explored the trust gap between how people viewed institutional content compared to user-generated content, finding that the latter had taken a commanding lead in trust. By 2025, this gap narrowed significantly, returning to levels observed in 2023. The primary driver of this shift was a marked increase in trust toward institutional content. While this trend is good news for colleges and universities, results from parents suggests there's still lingering skepticism about the intent and authenticity of college social media messaging.

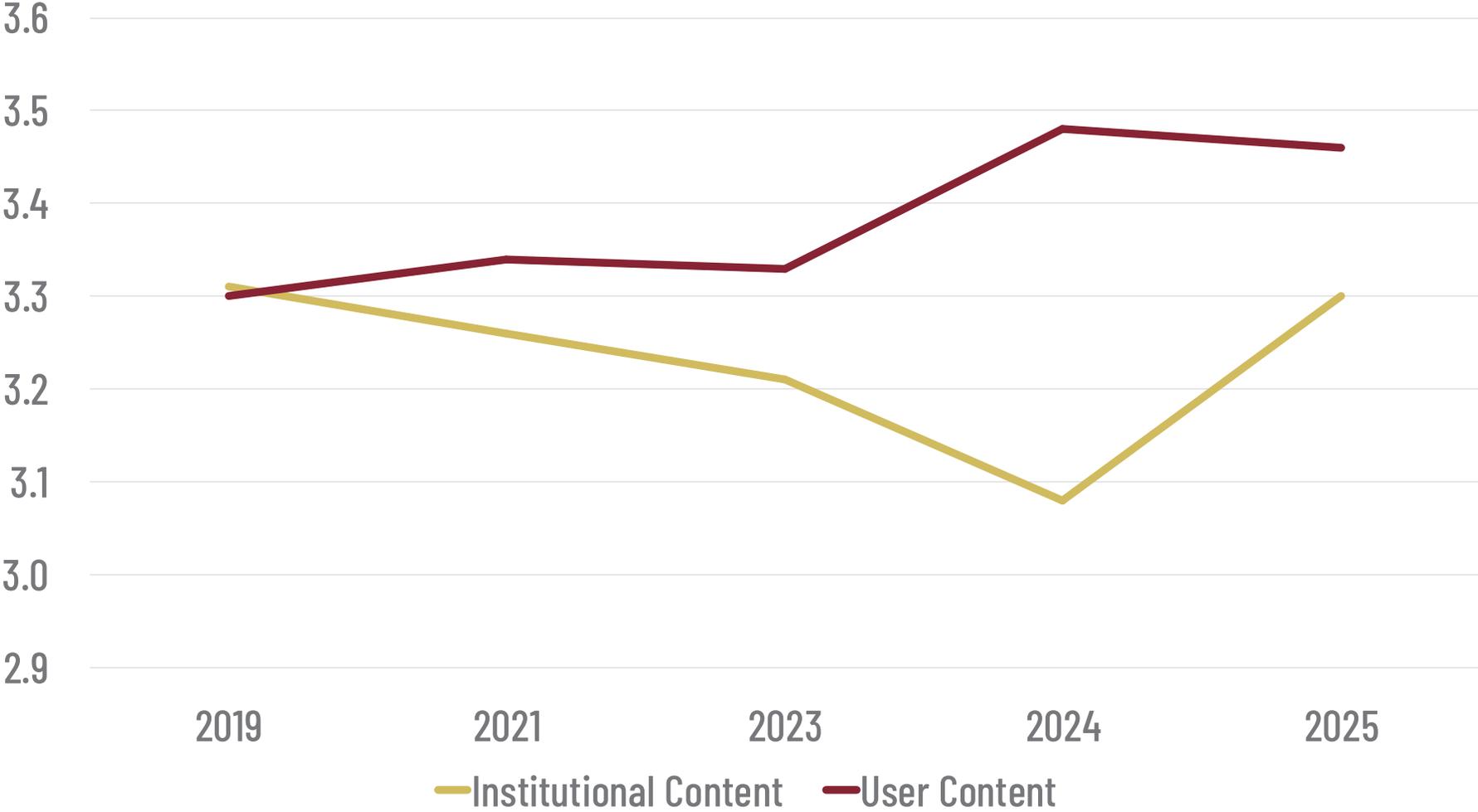
Trust on Social Media (All Audiences)

How much do you trust social media content posted by a college itself? Posted by other users like students?



Trust Gap on Social Media (Graduating Seniors)

Reviewing social media trust scores over time.



Social media is full of important bridges of information, including influencer content.

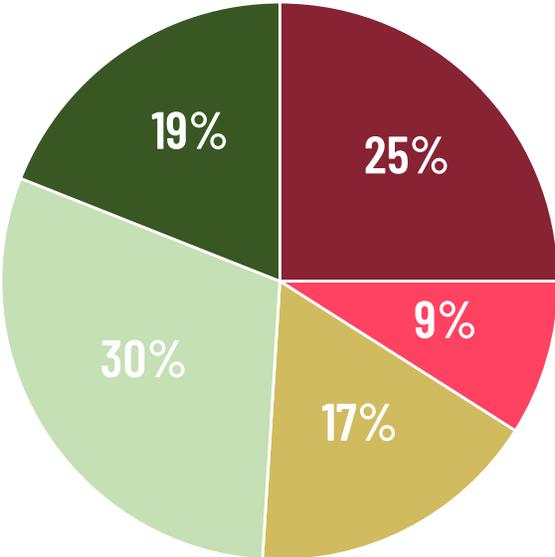
While the concept of influencers in the college admissions space may seem unconventional, nearly 1 in 5 graduating seniors and 1 in 4 rising students reported following an influencer that posts college-specific content. Additionally, nearly half of both audiences follow some type of social media influencer in general. While parents are less likely to currently follow these types of accounts, almost two-thirds expressed having some openness to engaging with influencer content in the future.

Despite the popularity of influencer content, there is skepticism about their intentions. Qualitative results show that authenticity is key, with many respondents noting that influencer promotions are often financially motivated or portrays life in an unrealistic way. As a result, if institutions consider using influencer marketing, it's important that the messaging focuses on genuine and positive student experiences and avoids an over-the-top sales pitch. Further research by Carnegie indicates that many students are actively seeking more information on daily student life at college. Influencers can meet this interest by creating and sharing content that feels authentic and relatable. Adding humor and entertainment aspects to this content can further increase engagement and broaden appeal.

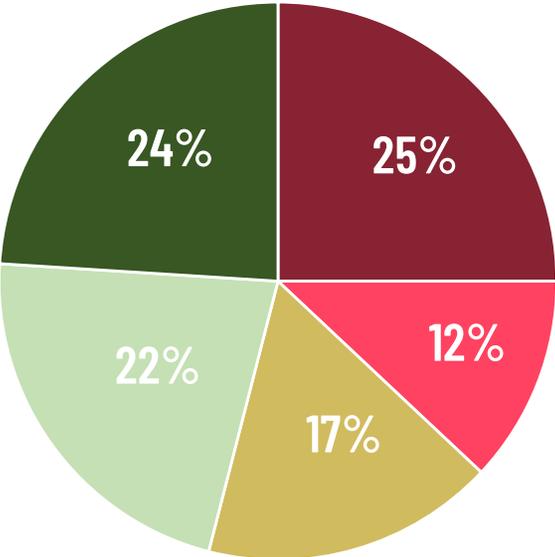
Social Media Influencers (All Audiences)

Do you currently follow any social media influencer accounts?

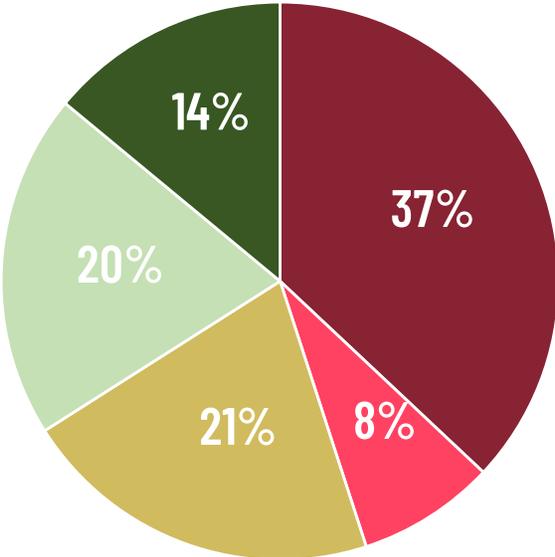
Graduating Seniors



Rising Students



Parents



■ No, Avoid Influencers ■ No, Maybe in Future ■ Not Aware ■ Yes, No College Content ■ Yes, Makes College Content

“

Qualitative Themes

What do you like or dislike about influencer content?

Like: Authenticity

"I like the ones that speak truth and give tips and all on future things."

"When you see real people do these things it feels more authentic."

Like: Inspiration

"I follow them to inspire myself to get creative and bake or go outside and travel."

"It can also inspire me to do things and give my perspective."

Like: Entertainment

"I know it's paid, so I can't really trust it. But it's normally funny so it's entertaining."

"I like influencers that are funny and share similarities with me."

"Where it's located. That's all that would stop me."

Dislike: Overpromotion

"I dislike getting ads constantly mixed in with the content I want to see."

"It's mostly fake and I can't trust it enough and it's all to sell things."

Dislike: Negativity

"Short-form content, brainrot, content farms, same thumbnail expressions for clickbait, YouTuber drama, pessimism, xenophobia, dangerous sponsorships."

"I do not enjoy getting sucked into the void of social media, it has negative effects on my mental health."

**Quotes may be adjusted slightly for grammar and clarity.*

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Strategic Recommendations

Strategic Recommendations

How people in higher education can use this information moving forward.

This research underscores that while the most common factors driving college choice remain stable—like cost, aid, and degree offerings—students and families are interacting with information, media, and messaging in increasingly diverse and personal ways. Colleges and universities must go beyond simply showing up where students are. They must engage with intention, relevance, and a clearer understanding of what drives decision-making today.

Practical Considerations Still Dominate—But They’re Evolving

Financial aid, tuition, and degree options remain the top college selection factors, with scholarships and aid rebounding in importance after a FAFSA-related dip in 2024. But factors like location, job placement, prestige, and extracurricular opportunities are climbing. Students are making layered decisions, influenced by a combination of cost, opportunity, and institutional “feel.”

Stay Focused on Outcome-Driven Messaging

Reinforce value by emphasizing outcomes—career placement, alumni success, academic quality—and pair those messages with clear communication around affordability and aid. Showcase the full picture, not just the price tag.

Students Seek Information from More Sources—Especially Your Website and Emails

Use of college websites as a primary information source is up across all student audiences, while email has emerged as one of the most-used channels among graduating seniors. These behaviors suggest students are actively looking for structured, trustworthy content during decision-making windows.

Ensure Web and Email Content Supports Key Decision Points

Keep websites student-centered, with quick access to information on academics, cost, outcomes, and campus life. Make email communications timely, relevant, and reflective of the questions students and parents are actually asking.

Media Habits Shift by Audience—And That Matters for Strategy

Instagram remains strong, but YouTube and Google Search continue to rise, and TikTok saw a sharp decline among graduating seniors. The use of AI tools more than doubled in 2025, especially for students exploring colleges, majors, or career advice.

Tailor Media Strategy to Audience Behavior

Don’t assume uniform media habits. Rising students often represent and signal where future trends are headed next—invest in content they trust most Test and learn with AI tools, and use platform-specific insights to better map media strategy to your audience's search behavior.

Strategic Recommendations

How people in higher education can use this information moving forward.

Trust in Institutional Content Is Improving

After a dip in 2024, trust in institutional content rebounded in 2025, narrowing the “trust gap” with user-generated content. Students, in particular, are regaining confidence in what institutions publish—when it feels relevant, useful, and authentic.

Lean Into Transparency and Real Stories

Highlight real student voices and behind-the-scenes experiences. Use clear, plain language. Prioritize substance over polish, especially in social media and email messaging.

Influencer Content Holds Potential—When It’s Done Right

Nearly 1 in 5 graduating seniors and 1 in 4 rising students now follow influencers who talk about college. While this presents a meaningful engagement opportunity, the value of influencer content hinges on one key element: authenticity. When asked what they liked or disliked about influencer content, respondent made clear they dislike content that feels overly promotional or insincere.

If Using Influencers, Focus on Everyday Student Experience

Partner with students or micro-influencers who can give prospective students an authentic glimpse into everyday campus life. Prioritize content that’s relatable, helpful, and even humorous—but not overly curated or sales-focused.

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Data Appendix

Research Methodology and Sample

Background on how the data for the Summer Research Series was collected.

APPROACH

Method: Online Survey
 Distribution: Email List Send
 Source: CollegeXpress User Database
 Deployment Dates: 05/07/25–05/23/25
 Incentives: Gift Card Drawing
 Audience Inclusion:
 Graduating Seniors OR
 All Other High School Classes OR
 Parents of High School Student
 WITH College-bound Intent

SURVEY STATISTICAL DETAILS

Active Emails in List Send: ~200,000
 Total Surveys Started: 3,962
 Outside Inclusion Parameters: 126
 Incomplete/Speeding: 412
Final Sample: 3,424
 Response Rate: 1.7%
 Completion Rate: 86%
 Confidence Level: 99%
 Max Confidence Interval: 2.19

AUDIENCE TYPE

Graduating Seniors: 43%
 Rising Students: 31%
 Parents: 26%

RESPONDENT GENDER

Woman: 72%
 Man: 23%
 Other: 5%

RESPONDENT RACE

Asian: 11%
 Black or African American: 20%
 Hispanic or Latinx: 13%
 Other Race: 11%
 White/Caucasian: 45%

GPA OUTCOMES (PARENTS REMOVED)

High Achievers (4.0+): 47%
 Above Average (3.5–4.0): 38%
 All Other Grades: 15%

HOUSEHOLD INCOME

Low Income: 23%
 Lower-middle-income: 29%
 Upper-middle-income: 39%
 High Income: 9%

RESPONDENT POLITICAL AFFILIATION

Strongly Liberal: 16%
 Slightly Liberal: 18%
 Moderate: 23%
 Slightly Conservative: 13%
 Strongly Conservative: 10%
 Non-political: 20%

RESPONDENT RELIGION

Christian: 48%
 Catholic: 17%
 Other Religion: 13%
 Non-religious: 22%

Sample Details (Continued)

Additional information about the respondents to the Summer Research Series survey.

RESPONDENT LOCATION

East North Central (WI, IL, IN, MI, OH):	17%
West North Central (ND, SD, NE, KS, MN, IA, MO):	7%
Middle Atlantic (NY, NJ, PA):	11%
Mountain (MT, ID, NV, UT, AZ, WY, CO, NM):	9%
New England (CT, RI, MA, ME, NH, VT):	5%
Pacific (WA, OR, CA, AK, HI):	13%
South Atlantic (FL, GA, SC, NC, VA, WV, MD, DE, DC):	19%
East South Central (KY, TN, MS, AL):	5%
West South Central (TX, OK, AR, LA):	13%
International (Any Countries Outside US):	4%

TYPE OF LOCATION

Fully Rural (Outside Towns or Cities):	9%
Small Town:	18%
Small City Suburban:	27%
Large City Suburban:	28%
Urban:	18%

INSTITUTIONAL INTENT

2-Year College or Trade School:	8%
Small (<5K) Public 4-Year:	8%
Small (<5K) Private 4-Year:	8%
Small (<5K) Religious 4-Year:	7%
Midsized (5-15K) Public 4-Year:	26%
Midsized (5-15K) Private 4-Year:	9%
Midsized (5-15K) Religious 4-Year:	6%
Large (15-25K) Public 4-Year:	14%
Large (15-25K) Private/Religious 4-Year:	6%
Mega (>25K) Public 4-Year:	10%

Applications (Graduating Seniors)

To how many colleges and universities did you apply? To how many colleges and universities were you accepted?

Audience	Applications	Acceptances	Acceptance Rate
All Respondents (2025)	7.68	5.89	77%
Woman	7.78	6	77%
Man	7.72	5.84	76%
Other Gender	6.44	4.73	73%
Asian/Pacific Islander	10.62	6.81	64%
Black/African American	9.91	7.46	75%
Hispanic/Latinx	7.92	6.54	83%
Other/Mixed Race	8.35	6.22	75%
White/Caucasian	5.63	4.64	82%
High Achievers GPA	8.53	6.41	75%
Above Average GPA	7.15	5.59	78%
All Other GPA	6.54	5.07	78%
Low Income	8.26	6.6	80%
Lower-middle-income	7.07	5.4	76%
Upper-middle-income	7.65	5.97	78%
High income	8.09	4.98	62%
Strongly Liberal	9.47	6.86	72%
Slightly Liberal	7.75	5.73	74%
Moderate	8.47	6.39	75%
Slightly Conservative	6.16	5.08	82%
Strongly Conservative	5.11	4.66	91%
Non-Political	7.58	5.88	78%
Christian	6.68	5.47	82%
Catholic	8.94	7.03	79%
Other Religious	9.53	6.48	68%
Non-religious	7.75	5.54	72%

Applications (Graduating Seniors)

To how many colleges and universities did you apply? To how many colleges and universities were you accepted? (Continued)

Audience	Applications	Acceptances	Acceptance Rate
East North Central	6.54	5.41	83%
West North Central	5.47	4.55	83%
Middle Atlantic	10.31	7.83	76%
Mountain	7.06	5.7	81%
New England	10.94	7.55	69%
Pacific	8.4	5.77	69%
South Atlantic	7.67	5.92	77%
East South Central	6.18	5.02	81%
West South Central	6.78	5.35	79%
International	5.86	4.54	78%
Full Rural	5.21	4.53	87%
Small Town	6.08	4.92	81%
Small City Suburban	8.38	6.07	72%
Large City Suburban	7.91	6.26	79%
Urban	9.08	6.68	74%
2-Year College	4.25	3.17	75%
Small Public	6.41	5.61	88%
Small Private	8.92	6.47	73%
Small Religious	6.69	5.74	86%
Midsize Public	7.11	5.74	81%
Midsize Private	10.83	7.26	67%
Midsize Religious	7.39	5.73	78%
Large Public	8.58	6.58	77%
Large Private/Religious	8.78	6.83	78%
Mega Public	8.5	6.15	72%

Information Seeking (Graduating Seniors)

Where did you seek out information about colleges or universities? (Select all that apply.)

Audience	General Searches	Specific Searches	Counselor	Family	Ranking Sites	Social media	A college's own website	College mail and publications	College fairs	A mentor or colleague	Virtual information sessions	Current students or alumni of a college	Friends	High school acquaintances who have gone through the college search	College email communications	A college information board at school	Average Sources Used
All Respondents (2025)	49%	33%	40%	45%	28%	35%	64%	38%	39%	18%	18%	35%	39%	27%	42%	16%	5.66
Woman	50%	33%	42%	46%	26%	38%	64%	38%	42%	17%	18%	35%	39%	28%	42%	16%	5.74
Man	46%	31%	35%	43%	34%	28%	62%	36%	29%	19%	15%	30%	36%	21%	40%	14%	5.19
Other Gender	56%	41%	41%	45%	24%	35%	64%	43%	47%	24%	29%	44%	48%	31%	40%	20%	6.32
Asian/Pacific Islander	59%	34%	44%	42%	50%	41%	55%	31%	32%	20%	21%	37%	47%	34%	39%	16%	6.02
Black/African American	46%	28%	47%	38%	24%	39%	65%	39%	44%	19%	16%	31%	36%	27%	44%	18%	5.61
Hispanic/Latinx	45%	27%	39%	36%	26%	39%	58%	35%	39%	17%	18%	29%	36%	24%	40%	15%	5.23
Other/Mixed Race	48%	34%	39%	44%	29%	27%	61%	40%	46%	13%	24%	38%	35%	26%	41%	18%	5.63
White/Caucasian	49%	37%	36%	53%	23%	33%	69%	39%	37%	18%	16%	37%	40%	26%	42%	14%	5.69
High Achievers GPA	54%	36%	42%	50%	36%	39%	66%	42%	39%	19%	22%	41%	42%	31%	48%	15%	6.22
Above Average GPA	48%	32%	39%	44%	25%	33%	67%	35%	41%	16%	15%	33%	38%	26%	39%	16%	5.47
All Other GPA	38%	30%	39%	37%	14%	33%	51%	31%	36%	18%	11%	20%	32%	17%	32%	17%	4.56
Low Income	45%	26%	43%	33%	25%	39%	58%	34%	45%	19%	13%	26%	36%	24%	38%	18%	5.22
Lower-middle-income	48%	34%	44%	46%	25%	38%	61%	41%	39%	17%	19%	35%	39%	29%	45%	19%	5.79
Upper-middle-income	50%	36%	37%	51%	29%	31%	67%	38%	37%	17%	18%	39%	41%	27%	41%	13%	5.72
High income	60%	39%	33%	57%	42%	33%	78%	34%	32%	21%	25%	40%	43%	29%	44%	9%	6.19
Strongly Liberal	55%	37%	42%	40%	36%	41%	68%	45%	40%	20%	26%	35%	39%	26%	51%	17%	6.18
Slightly Liberal	59%	36%	39%	48%	34%	44%	67%	39%	40%	19%	19%	37%	41%	33%	40%	18%	6.13
Moderate	47%	35%	45%	43%	31%	37%	60%	34%	43%	20%	19%	36%	39%	28%	40%	15%	5.72
Slightly Conservative	43%	30%	37%	56%	25%	31%	66%	39%	37%	16%	11%	36%	44%	25%	39%	16%	5.51
Strongly Conservative	38%	27%	31%	57%	14%	20%	56%	40%	30%	11%	9%	34%	37%	25%	37%	7%	4.73
Non-Political	48%	31%	44%	39%	20%	31%	65%	34%	39%	18%	15%	29%	35%	21%	41%	18%	5.28
Christian	47%	31%	39%	50%	21%	35%	67%	38%	35%	17%	13%	35%	40%	26%	41%	16%	5.51
Catholic	46%	34%	41%	49%	31%	37%	65%	40%	46%	22%	27%	35%	35%	27%	45%	17%	5.97
Other Religious	52%	30%	40%	42%	34%	38%	55%	36%	42%	16%	16%	40%	40%	33%	42%	15%	5.71
Non-religious	58%	39%	42%	38%	37%	37%	67%	40%	39%	19%	18%	34%	38%	27%	43%	15%	5.91

Information Seeking (Graduating Seniors)

Where did you seek out information about colleges or universities? (Select all that apply.) (Continued)

Audience	General Searches	Specific Searches	Counselor	Family	Ranking Sites	Social media	A college's own website	College mail and publications	College fairs	A mentor or colleague	Virtual information sessions	Current students or alumni of a college	Friends	High school acquaintances who have gone through the college search	College email communications	A college information board at school	Average Sources Used
East North Central	52%	30%	43%	47%	27%	38%	67%	43%	34%	20%	18%	40%	43%	25%	43%	16%	5.86
West North Central	46%	28%	29%	48%	22%	34%	64%	36%	37%	11%	15%	33%	35%	25%	39%	12%	5.14
Middle Atlantic	52%	35%	42%	46%	35%	34%	61%	38%	44%	22%	29%	38%	40%	29%	42%	18%	6.05
Mountain	44%	33%	39%	60%	22%	29%	70%	34%	34%	18%	8%	33%	41%	30%	40%	7%	5.42
New England	52%	34%	45%	43%	33%	37%	66%	41%	47%	15%	14%	31%	29%	22%	50%	19%	5.78
Pacific	54%	42%	46%	43%	30%	41%	65%	34%	41%	14%	21%	34%	39%	26%	40%	15%	5.85
South Atlantic	50%	35%	37%	43%	28%	36%	66%	39%	40%	19%	17%	33%	37%	25%	43%	16%	5.64
East South Central	38%	26%	31%	44%	28%	25%	57%	34%	43%	21%	10%	39%	44%	41%	51%	15%	5.47
West South Central	46%	28%	43%	39%	25%	34%	56%	33%	37%	19%	15%	30%	39%	25%	34%	19%	5.22
International	41%	33%	31%	49%	28%	38%	54%	41%	41%	13%	23%	36%	46%	41%	38%	21%	5.74
Full Rural	41%	31%	35%	48%	20%	29%	61%	39%	44%	17%	13%	26%	34%	21%	43%	13%	5.15
Small Town	47%	29%	43%	51%	18%	30%	63%	40%	39%	18%	11%	36%	40%	28%	41%	15%	5.49
Small City Suburban	51%	37%	36%	42%	33%	38%	66%	37%	33%	16%	21%	37%	37%	25%	40%	14%	5.63
Large City Suburban	52%	37%	40%	48%	32%	38%	65%	38%	42%	18%	16%	36%	42%	28%	43%	17%	5.92
Urban	49%	27%	47%	39%	27%	36%	60%	34%	42%	20%	23%	31%	39%	29%	40%	17%	5.6
2-Year College	40%	27%	43%	40%	13%	23%	49%	32%	36%	14%	8%	20%	32%	25%	32%	21%	4.55
Small Public	40%	27%	47%	42%	13%	38%	65%	29%	45%	19%	16%	27%	30%	21%	33%	23%	5.15
Small Private	55%	38%	36%	41%	29%	26%	65%	48%	43%	15%	23%	29%	27%	23%	50%	15%	5.63
Small Religious	48%	22%	38%	56%	15%	29%	67%	46%	37%	16%	16%	37%	46%	26%	43%	13%	5.55
Midsize Public	46%	32%	42%	43%	22%	32%	57%	32%	42%	20%	12%	33%	41%	26%	37%	14%	5.31
Midsize Private	57%	32%	37%	46%	46%	45%	71%	45%	39%	23%	32%	38%	36%	31%	48%	18%	6.44
Midsize Religious	34%	33%	34%	49%	34%	34%	67%	41%	34%	23%	11%	44%	26%	23%	43%	11%	5.41
Large Public	56%	38%	40%	47%	31%	41%	67%	36%	41%	18%	17%	40%	40%	31%	45%	15%	6.03
Large Private/Religious	52%	35%	40%	43%	40%	42%	68%	40%	31%	14%	21%	42%	43%	30%	48%	17%	6.06
Mega Public	54%	41%	40%	49%	40%	43%	70%	38%	36%	18%	23%	42%	51%	31%	44%	14%	6.34

Information Seeking (Rising Students)

Where did you seek out information about colleges or universities? (Select all that apply.)

Audience	General Searches	Specific Searches	Counselor	Family	Ranking Sites	Social media	A college's own website	College mail and publications	College fairs	A mentor or colleague	Virtual information sessions	Current students or alumni of a college	Friends	High school acquaintances who have gone through the college search	College email communications	A college information board at school	Average Sources Used
All Respondents (2025)	53%	42%	41%	44%	29%	39%	64%	46%	39%	18%	19%	28%	37%	30%	52%	19%	6.05
Woman	54%	43%	43%	44%	28%	40%	66%	46%	41%	17%	18%	27%	38%	30%	53%	19%	6.12
Man	49%	36%	38%	45%	36%	38%	61%	45%	36%	23%	23%	31%	34%	32%	47%	19%	6.01
Other Gender	60%	43%	40%	40%	21%	32%	57%	45%	26%	13%	11%	28%	28%	26%	64%	17%	5.59
Asian/Pacific Islander	60%	47%	43%	40%	47%	46%	58%	39%	45%	24%	28%	38%	49%	40%	49%	26%	6.84
Black/African American	50%	38%	42%	40%	29%	41%	62%	42%	47%	18%	22%	29%	28%	28%	51%	23%	5.94
Hispanic/Latinx	55%	41%	43%	32%	24%	41%	56%	48%	44%	22%	20%	24%	29%	28%	53%	22%	5.89
Other/Mixed Race	47%	39%	33%	42%	30%	32%	59%	39%	36%	17%	20%	28%	35%	28%	44%	16%	5.51
White/Caucasian	54%	42%	42%	51%	26%	38%	71%	51%	33%	15%	14%	26%	40%	30%	55%	16%	6.09
High Achievers GPA	58%	43%	39%	44%	34%	36%	68%	47%	37%	17%	23%	28%	38%	30%	52%	17%	6.15
Above Average GPA	49%	43%	44%	43%	28%	41%	63%	46%	42%	19%	16%	29%	35%	31%	53%	21%	6.1
All Other GPA	48%	31%	42%	45%	17%	45%	52%	44%	41%	20%	13%	22%	37%	29%	48%	22%	5.62
Low Income	52%	35%	44%	36%	26%	41%	62%	47%	43%	18%	19%	25%	31%	29%	53%	22%	5.88
Lower-middle-income	49%	40%	42%	38%	25%	38%	63%	44%	38%	19%	22%	28%	34%	25%	53%	22%	5.87
Upper-middle-income	57%	47%	40%	51%	35%	38%	67%	49%	38%	17%	18%	27%	39%	34%	51%	16%	6.29
High income	51%	42%	40%	52%	32%	42%	64%	36%	37%	21%	13%	40%	48%	37%	52%	16%	6.25
Strongly Liberal	63%	51%	47%	46%	34%	46%	66%	49%	49%	22%	23%	29%	38%	36%	52%	24%	6.79
Slightly Liberal	54%	48%	34%	40%	40%	41%	64%	48%	46%	13%	25%	30%	36%	27%	57%	18%	6.24
Moderate	50%	41%	45%	46%	31%	40%	62%	45%	38%	21%	17%	32%	38%	34%	43%	19%	6.08
Slightly Conservative	51%	42%	32%	51%	31%	35%	65%	39%	24%	21%	10%	32%	46%	26%	47%	12%	5.69
Strongly Conservative	42%	36%	42%	57%	20%	39%	74%	49%	27%	19%	15%	27%	36%	34%	57%	20%	5.98
Non-Political	55%	38%	46%	38%	24%	38%	60%	47%	45%	17%	20%	21%	32%	29%	57%	22%	5.95
Christian	51%	41%	42%	49%	26%	37%	72%	47%	36%	20%	15%	29%	38%	30%	55%	18%	6.12
Catholic	56%	41%	48%	40%	28%	44%	54%	53%	50%	23%	21%	29%	33%	32%	55%	26%	6.38
Other Religious	55%	33%	44%	48%	30%	43%	57%	37%	47%	21%	22%	32%	45%	37%	44%	28%	6.29
Non-religious	59%	51%	38%	41%	37%	42%	69%	47%	39%	13%	23%	27%	33%	28%	52%	15%	6.18

Information Seeking (Rising Students)

Where did you seek out information about colleges or universities? (Select all that apply.) (Continued)

Audience	General Searches	Specific Searches	Counselor	Family	Ranking Sites	Social media	A college's own website	College mail and publications	College fairs	A mentor or colleague	Virtual information sessions	Current students or alumni of a college	Friends	High school acquaintances who have gone through the college search	College email communications	A college information board at school	Average Sources Used
East North Central	59%	44%	39%	44%	29%	44%	67%	42%	38%	14%	15%	23%	31%	27%	56%	18%	5.96
West North Central	50%	34%	39%	48%	31%	38%	64%	37%	31%	11%	13%	20%	28%	28%	45%	9%	5.31
Middle Atlantic	47%	47%	47%	46%	34%	44%	66%	42%	48%	18%	22%	33%	36%	34%	56%	24%	6.48
Mountain	58%	42%	45%	48%	26%	35%	60%	45%	32%	21%	22%	28%	46%	25%	47%	18%	6.03
New England	59%	34%	45%	31%	31%	38%	72%	38%	59%	10%	34%	14%	41%	34%	62%	17%	6.29
Pacific	54%	42%	42%	45%	27%	37%	59%	47%	42%	19%	17%	31%	40%	34%	49%	19%	6.13
South Atlantic	52%	41%	45%	44%	33%	42%	65%	46%	39%	21%	24%	28%	37%	29%	49%	26%	6.25
East South Central	51%	38%	41%	49%	25%	36%	74%	57%	38%	20%	13%	39%	39%	41%	58%	13%	6.34
West South Central	49%	44%	34%	40%	29%	39%	64%	53%	39%	16%	15%	26%	33%	28%	56%	18%	5.87
International	48%	37%	30%	30%	30%	26%	52%	41%	22%	26%	22%	33%	33%	41%	44%	19%	5.38
Full Rural	49%	35%	39%	47%	20%	37%	74%	52%	32%	12%	15%	29%	41%	23%	56%	20%	5.86
Small Town	55%	35%	39%	48%	26%	39%	71%	51%	34%	14%	16%	24%	38%	29%	58%	16%	6
Small City Suburban	55%	46%	41%	44%	34%	38%	63%	46%	39%	20%	20%	27%	36%	30%	52%	20%	6.15
Large City Suburban	51%	46%	43%	45%	32%	40%	60%	45%	40%	19%	18%	31%	36%	32%	49%	19%	6.12
Urban	53%	38%	43%	38%	26%	42%	61%	42%	44%	19%	24%	29%	35%	33%	50%	20%	6.01
2-Year College	40%	31%	46%	50%	13%	31%	54%	38%	31%	23%	8%	15%	38%	23%	21%	15%	4.87
Small Public	41%	23%	37%	46%	13%	46%	61%	34%	42%	15%	11%	20%	31%	25%	44%	25%	5.16
Small Private	56%	44%	44%	32%	46%	33%	74%	54%	54%	21%	47%	39%	46%	39%	54%	16%	7.01
Small Religious	58%	36%	36%	56%	15%	29%	73%	45%	33%	31%	11%	35%	44%	35%	53%	11%	6.1
Midsize Public	54%	47%	45%	44%	28%	38%	61%	46%	40%	18%	15%	27%	38%	32%	52%	20%	6.11
Midsize Private	56%	50%	39%	39%	39%	43%	65%	52%	43%	17%	28%	33%	34%	31%	61%	21%	6.55
Midsize Religious	55%	40%	32%	62%	18%	30%	73%	42%	33%	15%	14%	26%	45%	21%	48%	14%	5.74
Large Public	52%	40%	45%	42%	37%	47%	65%	46%	40%	17%	19%	29%	33%	31%	53%	22%	6.21
Large Private/Religious	62%	39%	41%	41%	34%	38%	67%	51%	38%	19%	21%	30%	34%	33%	68%	19%	6.41
Mega Public	45%	36%	38%	38%	36%	45%	58%	43%	25%	9%	19%	23%	34%	26%	43%	13%	5.33

Information Seeking (Parents)

Where did you seek out information about colleges or universities? (Select all that apply.)

Audience	General Searches	Specific Searches	Counselor	Family	Ranking Sites	Social media	A college's own website	College mail and publications	College fairs	A mentor or colleague	Virtual information sessions	Current students or alumni of a college	Friends	High school acquaintances who have gone through the college search	College email communications	A college information board at school	Average Sources Used
All Respondents (2025)	35%	39%	37%	35%	26%	29%	62%	30%	42%	19%	21%	33%	33%	25%	36%	16%	5.25
Woman	35%	41%	38%	35%	25%	30%	63%	30%	45%	19%	22%	34%	34%	25%	35%	16%	5.33
Man	38%	34%	30%	33%	29%	29%	62%	32%	32%	20%	22%	30%	31%	22%	35%	13%	4.98
Other Gender	32%	22%	46%	27%	32%	19%	46%	22%	19%	24%	11%	32%	35%	22%	43%	11%	4.59
Asian/Pacific Islander	46%	37%	44%	37%	33%	31%	56%	30%	37%	24%	41%	22%	41%	30%	35%	17%	5.69
Black/African American	31%	34%	38%	37%	21%	33%	54%	32%	50%	24%	25%	29%	31%	32%	38%	20%	5.35
Hispanic/Latinx	30%	32%	45%	27%	15%	26%	49%	19%	46%	10%	19%	24%	25%	18%	32%	24%	4.43
Other/Mixed Race	37%	40%	39%	31%	35%	24%	53%	28%	45%	23%	19%	42%	30%	16%	32%	15%	5.18
White/Caucasian	36%	43%	33%	36%	27%	29%	72%	33%	36%	17%	18%	37%	37%	24%	36%	12%	5.32
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	29%	33%	49%	33%	25%	32%	40%	29%	45%	24%	16%	28%	30%	28%	38%	12%	4.97
Lower-middle-income	35%	36%	36%	32%	18%	26%	66%	29%	39%	19%	20%	29%	32%	28%	34%	20%	5.04
Upper-middle-income	36%	43%	34%	36%	30%	31%	66%	30%	44%	18%	24%	37%	35%	20%	35%	16%	5.42
High income	37%	45%	28%	37%	37%	28%	69%	33%	28%	16%	22%	43%	34%	25%	36%	4%	5.23
Strongly Liberal	42%	40%	41%	37%	21%	34%	70%	30%	41%	14%	28%	35%	36%	24%	41%	16%	5.55
Slightly Liberal	44%	40%	39%	41%	33%	40%	75%	32%	42%	25%	21%	37%	40%	26%	40%	21%	5.98
Moderate	33%	39%	34%	33%	28%	27%	58%	31%	43%	22%	21%	34%	29%	22%	34%	19%	5.15
Slightly Conservative	31%	35%	38%	34%	22%	24%	66%	27%	40%	12%	17%	32%	32%	26%	32%	8%	4.81
Strongly Conservative	32%	41%	34%	33%	20%	32%	62%	30%	28%	16%	20%	32%	40%	25%	29%	12%	4.95
Non-Political	28%	36%	37%	29%	26%	23%	49%	31%	52%	23%	21%	31%	29%	28%	38%	14%	5
Christian	34%	40%	38%	36%	24%	32%	66%	33%	40%	21%	21%	35%	36%	29%	35%	16%	5.42
Catholic	41%	38%	40%	34%	28%	31%	59%	32%	43%	14%	22%	29%	34%	20%	35%	14%	5.2
Other Religious	37%	31%	40%	35%	23%	30%	60%	26%	39%	26%	20%	31%	39%	27%	39%	24%	5.33
Non-religious	40%	46%	34%	36%	32%	33%	73%	38%	52%	21%	23%	44%	33%	25%	44%	10%	5.89

Information Seeking (Parents)

Where did you seek out information about colleges or universities? (Select all that apply.) (Continued)

Audience	General Searches	Specific Searches	Counselor	Family	Ranking Sites	Social media	A college's own website	College mail and publications	College fairs	A mentor or colleague	Virtual information sessions	Current students or alumni of a college	Friends	High school acquaintances who have gone through the college search	College email communications	A college information board at school	Average Sources Used
East North Central	30%	42%	31%	36%	24%	26%	66%	34%	32%	19%	21%	40%	30%	26%	38%	13%	5.12
West North Central	48%	41%	36%	36%	29%	32%	66%	30%	39%	18%	21%	43%	38%	36%	43%	13%	5.78
Middle Atlantic	37%	47%	42%	35%	38%	36%	63%	28%	57%	18%	21%	34%	33%	30%	36%	17%	5.79
Mountain	42%	38%	41%	44%	17%	19%	61%	27%	27%	30%	11%	33%	39%	16%	38%	16%	5.1
New England	37%	48%	50%	37%	35%	41%	67%	35%	50%	24%	17%	28%	39%	22%	35%	15%	5.89
Pacific	27%	29%	40%	29%	18%	25%	60%	22%	34%	19%	26%	25%	27%	25%	34%	18%	4.65
South Atlantic	37%	36%	30%	31%	28%	30%	66%	30%	45%	20%	27%	38%	30%	24%	37%	16%	5.28
East South Central	24%	31%	36%	36%	12%	24%	48%	29%	40%	17%	14%	14%	40%	21%	26%	17%	4.41
West South Central	36%	43%	38%	35%	26%	31%	60%	33%	44%	13%	18%	31%	37%	24%	33%	15%	5.2
International	26%	32%	47%	37%	16%	21%	32%	37%	42%	32%	21%	32%	37%	5%	26%	21%	4.91
Full Rural	23%	36%	33%	41%	22%	22%	64%	25%	32%	17%	15%	26%	36%	32%	28%	5%	4.66
Small Town	32%	39%	37%	37%	19%	34%	59%	36%	37%	14%	14%	32%	36%	22%	38%	14%	5.06
Small City Suburban	33%	43%	31%	31%	30%	25%	62%	29%	44%	19%	22%	36%	30%	22%	30%	16%	5.1
Large City Suburban	42%	33%	40%	35%	27%	34%	69%	30%	46%	20%	27%	35%	37%	25%	44%	18%	5.65
Urban	39%	42%	43%	35%	26%	29%	55%	29%	42%	25%	23%	33%	31%	28%	35%	18%	5.4
2-Year College	30%	34%	44%	41%	11%	27%	51%	33%	36%	10%	21%	24%	29%	27%	21%	14%	4.6
Small Public	25%	36%	39%	31%	13%	20%	52%	25%	34%	16%	14%	32%	28%	27%	28%	15%	4.45
Small Private	48%	34%	31%	34%	39%	37%	70%	39%	49%	28%	24%	30%	34%	28%	37%	18%	5.87
Small Religious	32%	34%	38%	40%	20%	36%	48%	38%	40%	24%	22%	48%	30%	24%	32%	12%	5.26
Midsize Public	34%	38%	38%	33%	25%	29%	62%	26%	40%	18%	22%	30%	32%	23%	38%	16%	5.09
Midsize Private	44%	53%	30%	34%	43%	34%	79%	37%	53%	23%	29%	41%	36%	21%	49%	16%	6.32
Midsize Religious	31%	36%	35%	38%	31%	16%	67%	33%	38%	25%	24%	42%	42%	29%	38%	20%	5.47
Large Public	39%	49%	32%	33%	29%	38%	71%	28%	45%	14%	21%	33%	38%	22%	34%	11%	5.42
Large Private/Religious	32%	21%	53%	32%	21%	32%	47%	11%	58%	37%	16%	42%	37%	21%	53%	32%	5.5
Mega Public	39%	35%	43%	39%	26%	22%	61%	43%	30%	26%	17%	48%	48%	26%	39%	17%	5.63

Media Use (Graduating Seniors)

Which of these specific platforms do you use on a regular basis? (Select all that apply.)

Audience	YouTube	Facebook	Instagram	X	Snapchat	Telegram	Reddit	TikTok	LinkedIn	Personal Email	Pinterest	Google Search	College Info Sites	TV Streaming	College email communications	Twitch	ChatGPT/ AI	Bluesky	Whatsapp	Discord	Threads	Average Used
All Respondents (2025)	66%	15%	71%	8%	35%	61%	2%	13%	43%	9%	73%	36%	71%	20%	45%	2%	23%	1%	13%	15%	3%	6.25
Woman	61%	17%	74%	6%	38%	64%	2%	12%	49%	9%	75%	45%	71%	19%	48%	2%	21%	1%	14%	10%	2%	6.4
Man	78%	10%	64%	14%	34%	53%	2%	17%	29%	10%	64%	8%	69%	22%	39%	3%	31%	1%	11%	25%	4%	5.88
Other Gender	76%	13%	59%	6%	16%	67%	0%	9%	34%	8%	73%	42%	69%	18%	39%	1%	15%	4%	12%	31%	4%	5.96
Asian/Pacific Islander	69%	9%	70%	7%	20%	50%	2%	24%	34%	17%	71%	23%	71%	23%	29%	1%	27%	2%	22%	27%	2%	6
Black/African American	73%	14%	72%	12%	30%	55%	3%	14%	61%	10%	69%	39%	68%	22%	43%	3%	22%	1%	17%	13%	5%	6.46
Hispanic/Latinx	64%	9%	75%	8%	30%	63%	2%	13%	53%	11%	70%	36%	67%	21%	42%	4%	21%	2%	17%	13%	1%	6.22
Other/Mixed Race	65%	11%	67%	6%	27%	58%	1%	8%	31%	11%	69%	33%	64%	18%	40%	3%	26%	1%	14%	13%	3%	5.69
White/Caucasian	63%	19%	70%	7%	46%	68%	1%	10%	38%	6%	76%	39%	75%	18%	53%	1%	22%	1%	7%	13%	2%	6.35
High Achievers GPA	67%	11%	72%	8%	33%	61%	1%	15%	38%	12%	74%	37%	74%	22%	44%	3%	24%	1%	16%	15%	2%	6.3
Above Average GPA	67%	18%	70%	8%	38%	63%	1%	12%	46%	8%	74%	36%	71%	18%	48%	2%	22%	1%	12%	14%	2%	6.31
All Other GPA	65%	20%	71%	12%	37%	60%	3%	9%	54%	5%	66%	34%	60%	19%	44%	2%	24%	2%	10%	16%	5%	6.18
Low Income	68%	20%	75%	9%	35%	59%	2%	9%	59%	10%	69%	39%	66%	21%	42%	4%	22%	1%	10%	14%	3%	6.37
Lower-middle-income	63%	16%	72%	9%	39%	59%	1%	13%	42%	8%	71%	36%	69%	20%	44%	1%	20%	2%	13%	14%	2%	6.14
Upper-middle-income	67%	11%	68%	7%	34%	64%	1%	13%	37%	8%	75%	36%	73%	19%	47%	2%	25%	1%	14%	16%	2%	6.2
High income	71%	9%	64%	9%	28%	67%	1%	21%	30%	18%	77%	24%	79%	18%	52%	1%	26%	3%	17%	14%	4%	6.33
Strongly Liberal	75%	9%	79%	12%	35%	69%	2%	20%	56%	11%	75%	42%	70%	21%	51%	3%	24%	4%	15%	22%	3%	6.98
Slightly Liberal	70%	12%	78%	10%	33%	67%	2%	17%	51%	11%	81%	42%	77%	20%	49%	3%	26%	0%	17%	16%	1%	6.83
Moderate	65%	17%	69%	7%	35%	57%	1%	15%	42%	10%	69%	32%	69%	21%	39%	1%	20%	1%	13%	13%	3%	5.99
Slightly Conservative	59%	17%	64%	6%	41%	66%	1%	11%	36%	7%	73%	34%	76%	19%	48%	0%	29%	1%	11%	11%	2%	6.12
Strongly Conservative	60%	21%	62%	9%	39%	62%	0%	4%	30%	8%	69%	30%	64%	21%	47%	2%	18%	1%	7%	8%	2%	5.64
Non-Political	66%	16%	69%	6%	34%	53%	2%	7%	42%	7%	68%	33%	68%	18%	43%	3%	22%	0%	13%	15%	2%	5.87
Christian	66%	18%	70%	7%	36%	65%	1%	9%	41%	7%	74%	37%	72%	20%	48%	1%	25%	0%	11%	11%	2%	6.21
Catholic	62%	12%	79%	8%	46%	62%	2%	14%	54%	11%	77%	33%	71%	20%	50%	2%	20%	1%	13%	10%	2%	6.49
Other Religious	60%	10%	68%	9%	28%	52%	3%	13%	44%	11%	68%	32%	66%	23%	36%	3%	29%	3%	25%	17%	3%	6.03
Non-religious	79%	13%	73%	11%	35%	70%	1%	20%	45%	10%	75%	42%	77%	20%	50%	3%	21%	2%	12%	24%	3%	6.86

Media Use (Graduating Seniors)

Which of these specific platforms do you use on a regular basis? (Select all that apply.) (Continued)

Audience	YouTube	Facebook	Instagram	X	Snapchat	Telegram	Reddit	TikTok	LinkedIn	Personal Email	Pinterest	Google Search	College Info Sites	TV Streaming	College email communications	Twitch	ChatGPT/ AI	Bluesky	Whatsapp	Discord	Threads	Average Used
East North Central	64%	19%	71%	7%	47%	68%	2%	6%	49%	6%	70%	38%	73%	13%	53%	2%	19%	2%	9%	10%	3%	6.31
West North Central	56%	19%	73%	9%	57%	69%	2%	10%	41%	5%	76%	41%	76%	22%	54%	2%	25%	1%	5%	10%	4%	6.57
Middle Atlantic	68%	13%	71%	8%	35%	53%	3%	22%	48%	14%	70%	34%	71%	19%	36%	2%	21%	1%	22%	18%	1%	6.3
Mountain	69%	10%	58%	5%	25%	64%	2%	12%	23%	11%	76%	38%	77%	18%	43%	0%	26%	3%	12%	18%	0%	5.9
New England	69%	12%	73%	7%	42%	52%	1%	17%	44%	13%	74%	33%	70%	23%	53%	0%	19%	1%	15%	12%	3%	6.33
Pacific	65%	8%	73%	6%	23%	68%	1%	12%	39%	12%	77%	31%	76%	18%	43%	1%	31%	2%	11%	19%	2%	6.18
South Atlantic	69%	16%	74%	11%	33%	56%	1%	12%	48%	9%	73%	36%	66%	26%	44%	3%	21%	0%	15%	16%	4%	6.33
East South Central	66%	21%	66%	13%	34%	62%	2%	15%	52%	13%	66%	34%	69%	26%	46%	2%	23%	0%	10%	8%	2%	6.3
West South Central	70%	19%	74%	9%	31%	63%	1%	14%	44%	3%	73%	39%	69%	20%	48%	4%	25%	1%	13%	15%	2%	6.37
International	64%	5%	54%	5%	28%	38%	0%	8%	28%	10%	56%	41%	41%	8%	13%	3%	8%	3%	15%	15%	5%	4.48
Full Rural	56%	34%	62%	8%	54%	63%	2%	7%	43%	9%	77%	40%	72%	22%	49%	3%	24%	1%	5%	15%	2%	6.48
Small Town	63%	23%	69%	4%	46%	67%	1%	11%	48%	6%	76%	40%	73%	20%	50%	2%	18%	1%	8%	9%	1%	6.36
Small City Suburban	68%	7%	74%	10%	30%	59%	2%	15%	42%	10%	71%	34%	71%	21%	46%	2%	26%	2%	14%	15%	4%	6.23
Large City Suburban	69%	14%	71%	9%	35%	63%	2%	13%	40%	9%	74%	37%	71%	20%	46%	2%	23%	1%	16%	16%	2%	6.33
Urban	69%	10%	71%	9%	24%	56%	1%	14%	47%	12%	67%	32%	67%	17%	36%	2%	23%	2%	16%	17%	3%	5.95
2-Year College	71%	21%	66%	8%	35%	61%	1%	10%	51%	5%	67%	37%	68%	17%	41%	3%	29%	1%	10%	11%	1%	6.14
Small Public	62%	23%	64%	7%	35%	57%	4%	12%	49%	9%	67%	37%	67%	19%	34%	2%	25%	1%	13%	11%	8%	6.06
Small Private	71%	15%	70%	12%	34%	65%	1%	17%	43%	10%	74%	38%	68%	17%	50%	0%	16%	3%	15%	15%	3%	6.37
Small Religious	59%	14%	68%	4%	37%	69%	3%	5%	32%	3%	78%	38%	74%	12%	50%	2%	19%	1%	16%	9%	1%	5.94
Midsize Public	66%	15%	71%	7%	39%	59%	2%	10%	53%	8%	74%	38%	67%	18%	44%	2%	22%	1%	12%	13%	2%	6.23
Midsize Private	68%	6%	77%	8%	30%	52%	1%	20%	34%	24%	68%	27%	72%	24%	42%	1%	21%	1%	16%	19%	2%	6.13
Midsize Religious	66%	21%	72%	8%	43%	74%	2%	8%	41%	5%	82%	34%	72%	28%	56%	2%	26%	0%	16%	13%	5%	6.74
Large Public	72%	12%	73%	9%	38%	60%	1%	12%	41%	8%	66%	40%	70%	19%	48%	4%	21%	1%	12%	19%	4%	6.3
Large Private/ Religious	64%	11%	63%	12%	32%	64%	1%	15%	33%	10%	79%	33%	69%	21%	44%	4%	33%	2%	13%	14%	2%	6.19
Mega Public	62%	12%	77%	8%	31%	63%	1%	17%	42%	11%	76%	32%	78%	26%	47%	2%	24%	2%	11%	18%	1%	6.41

Media Use (Rising Students)

Which of these specific platforms do you use on a regular basis? (Select all that apply.)

Audience	YouTube	Facebook	Instagram	X	Snapchat	Telegram	Reddit	TikTok	LinkedIn	Personal Email	Pinterest	Google Search	College Info Sites	TV Streaming	College email communications	Twitch	ChatGPT/ AI	Bluesky	Whatsapp	Discord	Threads	Average Used
All Respondents (2025)	67%	12%	59%	7%	30%	61%	1%	10%	36%	9%	72%	40%	75%	32%	47%	3%	25%	1%	15%	14%	4%	6.2
Woman	66%	11%	61%	5%	29%	64%	1%	8%	39%	9%	74%	51%	77%	33%	49%	1%	25%	1%	16%	10%	4%	6.34
Man	71%	16%	57%	13%	33%	52%	1%	12%	32%	11%	66%	7%	70%	32%	39%	6%	26%	2%	13%	24%	6%	5.89
Other Gender	64%	4%	45%	9%	17%	53%	0%	19%	21%	8%	70%	43%	75%	26%	49%	8%	23%	4%	11%	28%	2%	5.79
Asian/Pacific Islander	76%	7%	65%	7%	23%	50%	3%	15%	31%	17%	77%	36%	75%	35%	29%	2%	35%	2%	26%	20%	5%	6.36
Black/African American	73%	12%	74%	11%	29%	58%	0%	10%	55%	12%	69%	42%	71%	33%	50%	3%	27%	1%	17%	12%	5%	6.64
Hispanic/Latinx	67%	8%	69%	9%	22%	60%	1%	8%	41%	8%	67%	43%	77%	27%	50%	4%	16%	1%	23%	13%	4%	6.18
Other/Mixed Race	49%	12%	47%	4%	26%	53%	2%	11%	26%	10%	72%	28%	67%	22%	42%	0%	20%	1%	19%	15%	6%	5.32
White/Caucasian	66%	14%	51%	6%	35%	67%	0%	8%	30%	7%	74%	43%	78%	36%	50%	3%	26%	1%	8%	14%	3%	6.2
High Achievers GPA	69%	8%	55%	6%	26%	64%	1%	10%	27%	11%	76%	40%	78%	35%	48%	3%	26%	1%	18%	16%	3%	6.21
Above Average GPA	67%	15%	63%	8%	32%	61%	0%	10%	44%	9%	72%	43%	75%	31%	47%	2%	27%	2%	12%	11%	5%	6.36
All Other GPA	62%	17%	62%	10%	38%	52%	1%	7%	48%	6%	58%	36%	65%	27%	41%	3%	17%	1%	13%	19%	6%	5.89
Low Income	67%	13%	67%	8%	32%	59%	1%	9%	47%	11%	71%	45%	71%	33%	44%	4%	21%	1%	17%	13%	5%	6.39
Lower-middle-income	65%	16%	59%	8%	29%	60%	1%	10%	39%	10%	74%	41%	74%	32%	45%	3%	25%	1%	13%	15%	5%	6.25
Upper-middle-income	69%	9%	54%	7%	27%	61%	1%	10%	30%	8%	72%	38%	78%	32%	50%	2%	26%	2%	16%	16%	3%	6.11
High income	63%	8%	59%	4%	37%	70%	0%	8%	27%	9%	71%	35%	77%	32%	48%	1%	32%	0%	12%	8%	3%	6.04
Strongly Liberal	73%	13%	70%	11%	38%	70%	1%	15%	49%	9%	78%	47%	78%	34%	60%	6%	25%	4%	14%	24%	7%	7.26
Slightly Liberal	71%	5%	68%	7%	29%	67%	1%	11%	42%	9%	76%	47%	84%	34%	55%	4%	26%	1%	20%	15%	2%	6.74
Moderate	66%	15%	63%	9%	30%	57%	2%	13%	39%	11%	68%	34%	71%	31%	39%	2%	25%	0%	17%	12%	5%	6.09
Slightly Conservative	59%	15%	46%	10%	32%	60%	0%	7%	24%	10%	72%	36%	73%	39%	44%	4%	29%	1%	8%	11%	4%	5.84
Strongly Conservative	65%	20%	46%	11%	26%	63%	1%	4%	25%	6%	72%	31%	70%	29%	46%	0%	19%	0%	11%	8%	4%	5.57
Non-Political	67%	9%	58%	3%	28%	58%	0%	7%	38%	11%	71%	44%	74%	30%	44%	2%	27%	1%	16%	15%	3%	6.06
Christian	69%	13%	54%	7%	30%	62%	0%	8%	31%	8%	73%	44%	74%	35%	51%	2%	27%	0%	10%	10%	3%	6.11
Catholic	68%	8%	68%	7%	35%	64%	1%	9%	47%	10%	67%	38%	74%	23%	44%	1%	19%	1%	20%	10%	3%	6.17
Other Religious	72%	15%	60%	10%	27%	56%	2%	8%	40%	13%	77%	40%	76%	34%	43%	4%	31%	1%	27%	20%	6%	6.62
Non-religious	68%	11%	67%	6%	28%	71%	0%	14%	36%	8%	75%	45%	82%	32%	49%	4%	26%	2%	13%	23%	4%	6.64

Media Use (Rising Students)

Which of these specific platforms do you use on a regular basis? (Select all that apply.) (Continued)

Audience	YouTube	Facebook	Instagram	X	Snapchat	Telegram	Reddit	TikTok	LinkedIn	Personal Email	Pinterest	Google Search	College Info Sites	TV Streaming	College email communications	Twitch	ChatGPT/ AI	Bluesky	Whatsapp	Discord	Threads	Average Used
East North Central	61%	16%	61%	6%	40%	65%	1%	6%	41%	5%	68%	44%	75%	32%	52%	3%	20%	0%	7%	11%	1%	6.15
West North Central	63%	14%	53%	6%	36%	58%	2%	11%	33%	6%	64%	42%	80%	25%	44%	5%	19%	0%	5%	17%	3%	5.86
Middle Atlantic	65%	4%	59%	9%	37%	46%	2%	8%	44%	12%	76%	31%	69%	29%	34%	4%	25%	0%	25%	12%	7%	5.98
Mountain	71%	12%	55%	5%	25%	57%	1%	8%	22%	8%	72%	37%	79%	32%	42%	5%	32%	2%	11%	13%	5%	5.94
New England	72%	7%	72%	7%	41%	48%	0%	21%	45%	17%	76%	38%	76%	34%	31%	0%	24%	3%	21%	14%	3%	6.5
Pacific	62%	5%	60%	3%	18%	69%	1%	11%	29%	10%	75%	38%	76%	35%	49%	1%	25%	1%	18%	14%	2%	6.02
South Atlantic	72%	11%	62%	7%	27%	62%	1%	10%	38%	11%	72%	43%	75%	34%	51%	3%	24%	2%	20%	19%	6%	6.5
East South Central	71%	21%	51%	13%	32%	63%	1%	11%	32%	5%	75%	46%	72%	39%	50%	1%	17%	1%	8%	9%	5%	6.23
West South Central	69%	16%	61%	11%	32%	64%	0%	11%	49%	11%	73%	43%	79%	30%	52%	1%	29%	1%	14%	14%	3%	6.63
International	59%	0%	52%	0%	7%	63%	0%	7%	19%	15%	70%	37%	52%	30%	44%	0%	37%	4%	22%	30%	4%	5.52
Full Rural	62%	19%	50%	7%	39%	55%	1%	5%	31%	4%	66%	43%	69%	28%	44%	2%	26%	1%	4%	11%	3%	5.7
Small Town	61%	17%	57%	7%	35%	66%	0%	6%	35%	8%	73%	43%	71%	40%	49%	2%	19%	1%	7%	16%	1%	6.14
Small City Suburban	70%	8%	61%	6%	28%	62%	1%	10%	38%	11%	73%	39%	79%	30%	51%	4%	29%	1%	20%	14%	4%	6.39
Large City Suburban	68%	12%	59%	8%	28%	61%	1%	13%	33%	9%	74%	40%	77%	33%	45%	3%	25%	1%	16%	15%	5%	6.26
Urban	67%	8%	64%	7%	25%	58%	1%	9%	43%	13%	69%	40%	74%	29%	45%	1%	25%	2%	19%	15%	6%	6.2
2-Year College	65%	25%	56%	4%	29%	63%	0%	15%	35%	8%	69%	31%	71%	13%	50%	0%	21%	4%	10%	17%	10%	5.96
Small Public	59%	15%	62%	4%	34%	49%	3%	4%	44%	7%	62%	42%	69%	18%	37%	3%	18%	0%	13%	14%	4%	5.61
Small Private	77%	9%	60%	9%	30%	53%	0%	12%	33%	16%	72%	37%	75%	40%	46%	0%	19%	2%	26%	19%	9%	6.44
Small Religious	67%	15%	40%	9%	16%	67%	0%	15%	18%	11%	80%	35%	76%	35%	47%	5%	22%	0%	9%	5%	0%	5.72
Midsize Public	65%	11%	57%	6%	31%	61%	1%	7%	41%	7%	72%	39%	78%	33%	45%	1%	26%	1%	12%	13%	2%	6.09
Midsize Private	74%	10%	67%	10%	28%	58%	1%	16%	34%	14%	74%	43%	75%	39%	50%	6%	26%	1%	25%	18%	1%	6.7
Midsize Religious	60%	12%	42%	5%	23%	66%	0%	3%	16%	4%	75%	42%	70%	32%	41%	0%	26%	0%	14%	12%	5%	5.48
Large Public	63%	9%	69%	7%	35%	64%	1%	8%	42%	9%	73%	49%	74%	30%	55%	4%	23%	1%	12%	15%	7%	6.5
Large Private/ Religious	76%	9%	63%	8%	26%	71%	0%	10%	33%	16%	78%	44%	78%	41%	49%	2%	31%	3%	17%	12%	3%	6.7
Mega Public	66%	15%	62%	11%	36%	58%	2%	17%	47%	6%	66%	25%	75%	30%	47%	6%	38%	2%	15%	19%	4%	6.47

Media Use (Parents)

Which of these specific platforms do you use on a regular basis? (Select all that apply.)

Audience	YouTube	Facebook	Instagram	X	Snapchat	Telegram	Reddit	TikTok	LinkedIn	Personal Email	Pinterest	Google Search	College Info Sites	TV Streaming	College email communications	Twitch	ChatGPT/ AI	Bluesky	Whatsapp	Discord	Threads	Average Used	
All Respondents (2025)	55%	57%	60%	10%	20%	44%	3%	11%	31%	24%	74%	26%	75%	27%	51%	1%	21%	3%	18%	6%	5%	6.22	
Woman	54%	61%	64%	9%	22%	46%	2%	11%	35%	22%	76%	30%	75%	27%	54%	1%	21%	3%	18%	5%	5%	6.41	
Man	62%	38%	47%	21%	13%	43%	5%	14%	15%	35%	71%	11%	71%	22%	45%	1%	23%	2%	17%	8%	5%	5.69	
Other Gender	57%	32%	35%	5%	16%	22%	0%	11%	8%	14%	59%	14%	76%	30%	30%	3%	14%	3%	14%	16%	3%	4.62	
Asian/Pacific Islander	59%	59%	65%	7%	20%	30%	7%	17%	22%	37%	67%	26%	81%	26%	37%	2%	24%	2%	30%	11%	11%	6.4	
Black/African American	66%	50%	62%	9%	20%	44%	4%	11%	38%	21%	69%	26%	66%	28%	47%	1%	24%	2%	18%	4%	4%	6.14	
Hispanic/Latinx	53%	42%	67%	8%	20%	45%	3%	7%	48%	16%	65%	25%	64%	22%	47%	1%	22%	1%	31%	7%	6%	6	
Other/Mixed Race	58%	48%	46%	10%	12%	37%	4%	16%	20%	25%	72%	21%	74%	31%	46%	2%	16%	3%	26%	9%	5%	5.81	
White/Caucasian	50%	65%	61%	12%	22%	48%	1%	11%	27%	24%	81%	28%	80%	26%	58%	1%	20%	3%	11%	5%	4%	6.38	
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	58%	49%	68%	11%	27%	40%	0%	7%	42%	14%	70%	23%	64%	24%	45%	1%	15%	1%	18%	9%	4%	5.9	
Lower-middle-income	61%	60%	59%	10%	25%	44%	2%	10%	37%	22%	75%	32%	77%	28%	50%	1%	22%	2%	18%	4%	4%	6.43	
Upper-middle-income	51%	57%	58%	10%	15%	45%	4%	14%	24%	26%	74%	25%	76%	26%	54%	1%	22%	3%	19%	6%	6%	6.16	
High income	48%	54%	58%	12%	16%	48%	1%	13%	15%	34%	84%	16%	79%	28%	58%	1%	22%	6%	15%	6%	6%	6.2	
Strongly Liberal	55%	52%	65%	7%	20%	53%	2%	16%	34%	28%	81%	25%	80%	34%	64%	1%	25%	7%	20%	11%	4%	6.84	
Slightly Liberal	60%	60%	73%	10%	21%	53%	2%	19%	33%	25%	79%	28%	82%	31%	60%	1%	23%	4%	14%	4%	9%	6.91	
Moderate	56%	50%	61%	12%	20%	43%	5%	10%	31%	29%	72%	24%	73%	26%	46%	3%	21%	2%	22%	7%	4%	6.17	
Slightly Conservative	51%	62%	56%	16%	20%	42%	1%	7%	25%	23%	77%	25%	70%	25%	54%	1%	28%	0%	11%	4%	3%	6.01	
Strongly Conservative	49%	77%	52%	11%	28%	45%	2%	5%	32%	23%	78%	33%	75%	19%	49%	0%	15%	0%	15%	3%	5%	6.16	
Non-Political	59%	50%	57%	8%	18%	35%	3%	8%	33%	17%	63%	26%	67%	21%	39%	1%	15%	1%	23%	6%	4%	5.54	
Christian	53%	58%	61%	11%	19%	48%	2%	7%	32%	20%	75%	30%	75%	26%	52%	1%	21%	2%	15%	3%	5%	6.16	
Catholic	57%	58%	57%	14%	18%	41%	2%	9%	37%	32%	76%	30%	71%	29%	54%	1%	22%	2%	21%	6%	4%	6.41	
Other Religious	65%	52%	65%	11%	23%	48%	5%	21%	35%	27%	70%	27%	76%	30%	58%	4%	25%	4%	18%	12%	7%	6.83	
Non-religious	62%	56%	69%	10%	22%	55%	4%	20%	26%	28%	85%	21%	80%	27%	58%	2%	24%	4%	23%	11%	5%	6.92	

Media Use (Parents)

Which of these specific platforms do you use on a regular basis? (Select all that apply.) (Continued)

Audience	YouTube	Facebook	Instagram	X	Snapchat	Telegram	Reddit	TikTok	LinkedIn	Personal Email	Pinterest	Google Search	College Info Sites	TV Streaming	College email communications	Twitch	ChatGPT/ AI	Bluesky	Whatsapp	Discord	Threads	Average Used
East North Central	64%	61%	54%	10%	25%	49%	2%	6%	25%	26%	75%	23%	76%	29%	66%	0%	14%	2%	17%	6%	2%	6.32
West North Central	61%	63%	52%	16%	25%	45%	2%	13%	30%	20%	82%	34%	79%	27%	54%	2%	27%	2%	7%	4%	2%	6.47
Middle Atlantic	59%	61%	66%	6%	19%	38%	7%	19%	31%	30%	71%	24%	72%	27%	45%	4%	19%	8%	29%	9%	7%	6.51
Mountain	48%	41%	59%	9%	11%	50%	2%	17%	23%	14%	80%	31%	81%	30%	52%	0%	28%	0%	8%	5%	5%	5.94
New England	54%	52%	63%	7%	20%	63%	2%	17%	28%	35%	74%	22%	74%	43%	59%	4%	17%	4%	24%	7%	7%	6.76
Pacific	48%	40%	63%	3%	11%	35%	2%	4%	30%	25%	67%	20%	72%	22%	42%	0%	16%	2%	15%	7%	3%	5.27
South Atlantic	49%	61%	64%	12%	19%	46%	3%	12%	31%	22%	73%	29%	76%	27%	49%	1%	24%	1%	22%	6%	6%	6.33
East South Central	52%	67%	55%	7%	36%	38%	0%	7%	31%	19%	79%	19%	67%	24%	50%	0%	14%	5%	10%	2%	0%	5.82
West South Central	61%	59%	60%	17%	23%	43%	2%	9%	42%	24%	75%	30%	72%	20%	51%	2%	24%	2%	19%	6%	7%	6.48
International	47%	47%	42%	11%	16%	32%	0%	16%	21%	16%	74%	16%	79%	21%	42%	5%	16%	5%	11%	5%	16%	5.38
Full Rural	51%	60%	51%	9%	31%	44%	1%	2%	28%	14%	78%	25%	70%	21%	48%	0%	22%	0%	6%	1%	2%	5.64
Small Town	52%	67%	54%	10%	26%	44%	0%	8%	33%	17%	76%	28%	78%	23%	59%	1%	15%	1%	13%	6%	5%	6.16
Small City Suburban	56%	61%	63%	14%	14%	44%	3%	14%	28%	25%	73%	25%	72%	27%	52%	1%	23%	3%	23%	5%	4%	6.3
Large City Suburban	58%	50%	67%	10%	22%	48%	3%	15%	36%	22%	77%	32%	78%	31%	51%	4%	19%	2%	16%	8%	6%	6.55
Urban	57%	47%	58%	8%	16%	40%	5%	11%	27%	34%	70%	20%	73%	26%	45%	1%	24%	5%	24%	7%	6%	6.04
2-Year College	59%	60%	54%	11%	26%	41%	0%	4%	40%	10%	64%	26%	70%	19%	43%	1%	16%	3%	7%	7%	1%	5.62
Small Public	51%	56%	49%	8%	22%	29%	3%	8%	28%	15%	70%	23%	72%	20%	31%	3%	10%	4%	14%	2%	3%	5.21
Small Private	52%	46%	58%	13%	19%	55%	1%	21%	25%	37%	88%	16%	82%	25%	61%	3%	16%	6%	22%	9%	6%	6.61
Small Religious	54%	54%	52%	10%	24%	42%	2%	4%	26%	32%	78%	26%	66%	22%	58%	0%	26%	0%	16%	2%	4%	5.98
Midsize Public	60%	57%	64%	9%	18%	45%	4%	11%	33%	23%	72%	30%	74%	28%	52%	1%	22%	3%	21%	6%	6%	6.39
Midsize Private	67%	57%	66%	13%	16%	57%	4%	17%	23%	29%	79%	20%	90%	36%	61%	0%	27%	1%	29%	13%	4%	7.09
Midsize Religious	49%	62%	60%	11%	22%	44%	4%	4%	27%	25%	82%	29%	78%	29%	55%	2%	25%	0%	11%	5%	4%	6.28
Large Public	47%	60%	63%	14%	21%	46%	1%	16%	33%	28%	75%	31%	73%	22%	60%	1%	23%	2%	13%	5%	5%	6.39
Large Private/ Religious	63%	53%	58%	0%	11%	53%	0%	21%	26%	16%	79%	26%	84%	47%	47%	0%	32%	0%	37%	5%	5%	6.63
Mega Public	30%	57%	65%	13%	26%	30%	4%	9%	26%	22%	65%	13%	52%	43%	48%	0%	26%	0%	13%	9%	17%	5.68

Info Trust: Institutions (Graduating Seniors)

Generally, how much do you trust the information you see on social media about colleges and universities if it comes directly from the institution?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	3%	12%	45%	33%	8%	3.3
Woman	2%	12%	45%	33%	8%	3.33
Man	4%	12%	46%	29%	9%	3.26
Other Gender	2%	16%	44%	37%	1%	3.19
Asian/Pacific Islander	1%	10%	53%	30%	7%	3.33
Black/African American	4%	12%	48%	30%	7%	3.25
Hispanic/Latinx	2%	14%	46%	30%	8%	3.29
Other/Mixed Race	5%	15%	46%	27%	8%	3.18
White/Caucasian	3%	12%	41%	37%	8%	3.36
High Achievers GPA	2%	12%	42%	36%	10%	3.4
Above Average GPA	3%	12%	47%	32%	5%	3.25
All Other GPA	3%	13%	53%	25%	7%	3.2
Low Income	3%	12%	49%	28%	7%	3.23
Lower-middle-income	2%	12%	45%	33%	9%	3.35
Upper-middle-income	3%	14%	43%	36%	6%	3.28
High income	2%	6%	47%	34%	11%	3.45
Strongly Liberal	2%	9%	43%	39%	8%	3.4
Slightly Liberal	1%	13%	43%	35%	7%	3.34
Moderate	2%	12%	49%	28%	8%	3.29
Slightly Conservative	4%	15%	41%	34%	6%	3.24
Strongly Conservative	2%	9%	47%	30%	11%	3.37
Non-Political	4%	14%	49%	29%	5%	3.18
Christian	3%	11%	43%	35%	8%	3.35
Catholic	4%	14%	41%	33%	8%	3.27
Other Religious	1%	12%	48%	27%	12%	3.36
Non-religious	2%	13%	47%	31%	6%	3.26

Info Trust: Institutions (Graduating Seniors)

Generally, how much do you trust the information you see on social media about colleges and universities if it comes directly from the institution? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	3%	13%	45%	30%	10%	3.3
West North Central	3%	11%	42%	40%	4%	3.34
Middle Atlantic	3%	10%	46%	32%	9%	3.35
Mountain	3%	10%	55%	29%	3%	3.2
New England	1%	7%	48%	40%	5%	3.4
Pacific	3%	13%	43%	36%	6%	3.3
South Atlantic	2%	14%	45%	32%	7%	3.28
East South Central	5%	16%	36%	34%	8%	3.25
West South Central	2%	10%	47%	30%	10%	3.36
International	6%	19%	39%	28%	8%	3.14
Full Rural	5%	13%	39%	31%	12%	3.31
Small Town	3%	12%	44%	34%	8%	3.33
Small City Suburban	3%	12%	47%	34%	4%	3.24
Large City Suburban	1%	11%	46%	34%	7%	3.35
Urban	3%	12%	46%	29%	10%	3.32
2-Year College	3%	15%	50%	24%	9%	3.22
Small Public	5%	14%	39%	32%	10%	3.28
Small Private	3%	15%	43%	32%	6%	3.23
Small Religious	3%	13%	42%	34%	8%	3.3
Midsized Public	2%	13%	52%	29%	4%	3.21
Midsized Private	1%	16%	35%	41%	7%	3.38
Midsized Religious	3%	7%	44%	39%	7%	3.4
Large Public	3%	9%	51%	32%	6%	3.3
Large Private/Religious	4%	12%	45%	33%	7%	3.27
Mega Public	2%	9%	41%	37%	11%	3.48

Info Trust: Institutions (Rising Students)

Generally, how much do you trust the information you see on social media about colleges and universities if it comes directly from the institution?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	2%	12%	48%	32%	5%	3.27
Woman	2%	12%	48%	33%	5%	3.27
Man	3%	13%	48%	31%	6%	3.24
Other Gender	2%	6%	58%	28%	6%	3.3
Asian/Pacific Islander	3%	13%	49%	31%	5%	3.23
Black/African American	1%	15%	45%	33%	7%	3.32
Hispanic/Latinx	4%	11%	52%	29%	4%	3.18
Other/Mixed Race	4%	15%	45%	30%	7%	3.21
White/Caucasian	2%	10%	49%	34%	5%	3.3
High Achievers GPA	3%	12%	46%	34%	6%	3.28
Above Average GPA	1%	13%	52%	29%	5%	3.25
All Other GPA	1%	11%	49%	35%	4%	3.29
Low Income	3%	11%	51%	30%	5%	3.23
Lower-middle-income	2%	11%	46%	32%	9%	3.35
Upper-middle-income	2%	14%	47%	34%	4%	3.25
High income	1%	12%	52%	31%	3%	3.23
Strongly Liberal	5%	11%	49%	25%	10%	3.22
Slightly Liberal	2%	13%	50%	31%	4%	3.23
Moderate	2%	15%	48%	32%	3%	3.2
Slightly Conservative	1%	10%	48%	38%	4%	3.34
Strongly Conservative	1%	14%	39%	44%	2%	3.32
Non-Political	2%	11%	50%	31%	7%	3.3
Christian	1%	13%	44%	37%	4%	3.31
Catholic	2%	13%	48%	31%	6%	3.26
Other Religious	3%	12%	56%	23%	6%	3.17
Non-religious	3%	9%	52%	30%	7%	3.29

Info Trust: Institutions (Rising Students)

Generally, how much do you trust the information you see on social media about colleges and universities if it comes directly from the institution? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	2%	10%	49%	34%	5%	3.29
West North Central	2%	8%	48%	40%	3%	3.35
Middle Atlantic	4%	17%	52%	24%	3%	3.05
Mountain	2%	15%	42%	35%	6%	3.28
New England	4%	4%	68%	21%	4%	3.18
Pacific	3%	12%	46%	36%	3%	3.25
South Atlantic	1%	12%	52%	28%	7%	3.29
East South Central	1%	17%	42%	34%	5%	3.25
West South Central	3%	10%	48%	32%	7%	3.3
International	0%	4%	36%	48%	12%	3.68
Full Rural	3%	12%	47%	34%	4%	3.24
Small Town	2%	11%	49%	35%	3%	3.26
Small City Suburban	2%	12%	50%	31%	5%	3.26
Large City Suburban	2%	12%	47%	32%	7%	3.29
Urban	3%	13%	47%	31%	7%	3.26
2-Year College	4%	10%	54%	27%	4%	3.17
Small Public	3%	11%	62%	17%	7%	3.14
Small Private	7%	16%	44%	28%	5%	3.09
Small Religious	2%	13%	49%	32%	4%	3.23
Midsize Public	2%	13%	45%	35%	5%	3.28
Midsize Private	1%	13%	47%	35%	3%	3.25
Midsize Religious	0%	14%	52%	30%	4%	3.24
Large Public	2%	9%	39%	44%	7%	3.44
Large Private/Religious	0%	11%	58%	23%	8%	3.28
Mega Public	4%	8%	55%	25%	9%	3.28

Info Trust: Institutions (Parents)

Generally, how much do you trust the information you see on social media about colleges and universities if it comes directly from the institution?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	3%	14%	54%	25%	3%	3.13
Woman	2%	14%	55%	25%	4%	3.15
Man	4%	15%	51%	30%	1%	3.09
Other Gender	8%	16%	60%	16%	0%	2.84
Asian/Pacific Islander	4%	11%	52%	30%	4%	3.19
Black/African American	4%	14%	56%	23%	4%	3.09
Hispanic/Latinx	2%	14%	55%	23%	6%	3.18
Other/Mixed Race	4%	16%	57%	23%	1%	3.02
White/Caucasian	2%	15%	53%	27%	3%	3.15
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	4%	15%	58%	19%	4%	3.03
Lower-middle-income	2%	13%	53%	27%	4%	3.18
Upper-middle-income	3%	14%	55%	26%	3%	3.12
High income	2%	19%	49%	27%	3%	3.11
Strongly Liberal	3%	14%	57%	21%	5%	3.11
Slightly Liberal	1%	7%	58%	33%	1%	3.26
Moderate	1%	11%	55%	29%	3%	3.22
Slightly Conservative	3%	18%	45%	31%	4%	3.14
Strongly Conservative	3%	24%	53%	18%	2%	2.93
Non-Political	6%	16%	57%	15%	6%	2.99
Christian	3%	15%	54%	27%	2%	3.11
Catholic	2%	16%	47%	28%	7%	3.22
Other Religious	4%	21%	49%	24%	2%	3.01
Non-religious	1%	10%	61%	25%	3%	3.21

Info Trust: Institutions (Parents)

Generally, how much do you trust the information you see on social media about colleges and universities if it comes directly from the institution? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	2%	18%	54%	25%	2%	3.07
West North Central	2%	22%	63%	11%	2%	2.89
Middle Atlantic	1%	13%	54%	27%	5%	3.21
Mountain	3%	22%	48%	23%	3%	3.01
New England	2%	11%	48%	37%	2%	3.26
Pacific	3%	10%	49%	36%	1%	3.21
South Atlantic	4%	11%	54%	27%	5%	3.17
East South Central	0%	19%	50%	26%	5%	3.17
West South Central	4%	14%	62%	17%	4%	3.04
International	0%	6%	61%	33%	0%	3.28
Full Rural	5%	12%	53%	27%	3%	3.1
Small Town	0%	17%	61%	20%	2%	3.08
Small City Suburban	3%	18%	55%	22%	2%	3.02
Large City Suburban	4%	9%	47%	34%	6%	3.27
Urban	2%	13%	56%	26%	4%	3.16
2-Year College	10%	19%	44%	25%	3%	2.91
Small Public	1%	20%	52%	24%	4%	3.1
Small Private	3%	15%	54%	27%	2%	3.09
Small Religious	4%	8%	60%	26%	2%	3.14
Midsize Public	2%	13%	56%	26%	3%	3.14
Midsize Private	1%	9%	53%	33%	4%	3.3
Midsize Religious	4%	22%	44%	24%	7%	3.09
Large Public	0%	14%	61%	23%	2%	3.13
Large Private/Religious	5%	0%	58%	21%	16%	3.42
Mega Public	5%	9%	64%	18%	5%	3.09

Info Trust: User Content (Graduating Seniors)

How much do you trust the information you see on social media about colleges and universities when it comes from current and recently graduated students?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	1%	9%	40%	44%	7%	3.46
Woman	1%	8%	38%	46%	7%	3.51
Man	2%	11%	44%	37%	6%	3.34
Other Gender	2%	7%	44%	42%	5%	3.4
Asian/Pacific Islander	1%	7%	41%	44%	6%	3.48
Black/African American	2%	9%	42%	40%	8%	3.44
Hispanic/Latinx	1%	12%	40%	40%	7%	3.38
Other/Mixed Race	4%	13%	37%	40%	6%	3.32
White/Caucasian	1%	7%	39%	47%	7%	3.52
High Achievers GPA	0%	9%	36%	47%	7%	3.52
Above Average GPA	2%	7%	43%	42%	6%	3.43
All Other GPA	2%	12%	42%	38%	6%	3.35
Low Income	2%	9%	40%	41%	8%	3.45
Lower-middle-income	1%	10%	38%	43%	8%	3.46
Upper-middle-income	1%	8%	40%	46%	6%	3.47
High income	1%	5%	47%	45%	2%	3.44
Strongly Liberal	0%	7%	38%	47%	8%	3.56
Slightly Liberal	1%	8%	36%	49%	6%	3.53
Moderate	2%	9%	41%	41%	7%	3.44
Slightly Conservative	2%	11%	41%	41%	6%	3.39
Strongly Conservative	1%	7%	47%	38%	8%	3.45
Non-Political	2%	10%	42%	41%	5%	3.38
Christian	1%	9%	39%	44%	8%	3.5
Catholic	1%	11%	43%	40%	6%	3.4
Other Religious	1%	7%	43%	43%	5%	3.44
Non-religious	1%	9%	40%	44%	7%	3.46

Info Trust: User Content (Graduating Seniors)

How much do you trust the information you see on social media about colleges and universities when it comes from current and recently graduated students? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	2%	9%	36%	46%	7%	3.48
West North Central	1%	5%	51%	36%	7%	3.43
Middle Atlantic	1%	9%	41%	41%	9%	3.47
Mountain	0%	6%	44%	47%	3%	3.48
New England	1%	8%	38%	48%	5%	3.47
Pacific	1%	11%	37%	44%	8%	3.46
South Atlantic	1%	6%	43%	44%	6%	3.47
East South Central	3%	13%	33%	44%	7%	3.38
West South Central	1%	12%	38%	43%	7%	3.44
International	3%	17%	28%	44%	8%	3.39
Full Rural	1%	8%	41%	42%	8%	3.48
Small Town	2%	8%	39%	43%	9%	3.5
Small City Suburban	1%	9%	41%	44%	5%	3.43
Large City Suburban	1%	8%	39%	47%	5%	3.46
Urban	1%	10%	41%	39%	9%	3.46
2-Year College	2%	10%	47%	36%	6%	3.33
Small Public	1%	12%	38%	40%	10%	3.46
Small Private	1%	7%	37%	47%	9%	3.56
Small Religious	1%	11%	30%	50%	8%	3.53
Midsize Public	2%	9%	38%	44%	6%	3.43
Midsize Private	0%	8%	39%	47%	5%	3.5
Midsize Religious	2%	5%	53%	37%	3%	3.35
Large Public	1%	10%	39%	41%	9%	3.47
Large Private/Religious	2%	8%	45%	40%	5%	3.36
Mega Public	0%	6%	40%	48%	5%	3.52

Info Trust: User Content (Rising Students)

How much do you trust the information you see on social media about colleges and universities when it comes from current and recently graduated students?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	2%	8%	41%	42%	7%	3.44
Woman	2%	8%	41%	42%	8%	3.47
Man	3%	8%	44%	40%	5%	3.38
Other Gender	4%	10%	33%	47%	6%	3.41
Asian/Pacific Islander	3%	12%	38%	36%	12%	3.43
Black/African American	1%	8%	37%	47%	8%	3.53
Hispanic/Latinx	4%	9%	35%	45%	9%	3.47
Other/Mixed Race	5%	7%	43%	38%	8%	3.36
White/Caucasian	2%	7%	45%	41%	5%	3.41
High Achievers GPA	2%	9%	42%	39%	8%	3.41
Above Average GPA	2%	6%	38%	48%	6%	3.48
All Other GPA	1%	7%	45%	38%	9%	3.45
Low Income	3%	8%	37%	43%	10%	3.51
Lower-middle-income	2%	6%	43%	42%	6%	3.43
Upper-middle-income	2%	8%	43%	42%	6%	3.42
High income	2%	12%	38%	40%	8%	3.39
Strongly Liberal	2%	8%	32%	44%	14%	3.61
Slightly Liberal	1%	8%	41%	43%	7%	3.46
Moderate	2%	10%	39%	44%	5%	3.38
Slightly Conservative	1%	8%	46%	39%	6%	3.42
Strongly Conservative	2%	4%	49%	37%	9%	3.47
Non-Political	4%	8%	42%	41%	5%	3.36
Christian	2%	7%	43%	42%	6%	3.43
Catholic	2%	7%	38%	49%	5%	3.5
Other Religious	4%	9%	37%	41%	10%	3.43
Non-religious	2%	9%	42%	39%	9%	3.44

Info Trust: User Content (Rising Students)

How much do you trust the information you see on social media about colleges and universities when it comes from current and recently graduated students? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	3%	5%	49%	34%	9%	3.4
West North Central	2%	13%	47%	33%	6%	3.3
Middle Atlantic	1%	8%	33%	54%	4%	3.52
Mountain	0%	5%	47%	40%	8%	3.5
New England	0%	11%	32%	54%	4%	3.5
Pacific	4%	11%	36%	42%	7%	3.37
South Atlantic	3%	8%	41%	42%	7%	3.43
East South Central	1%	14%	34%	42%	10%	3.45
West South Central	3%	4%	42%	45%	7%	3.49
International	0%	8%	40%	44%	8%	3.52
Full Rural	3%	4%	48%	41%	4%	3.39
Small Town	2%	8%	35%	49%	7%	3.51
Small City Suburban	3%	7%	43%	38%	9%	3.4
Large City Suburban	1%	8%	41%	45%	5%	3.44
Urban	2%	9%	40%	38%	10%	3.46
2-Year College	4%	10%	44%	31%	10%	3.34
Small Public	6%	9%	29%	48%	9%	3.45
Small Private	2%	11%	33%	40%	14%	3.54
Small Religious	7%	7%	46%	35%	4%	3.2
Midsize Public	1%	8%	45%	41%	5%	3.39
Midsize Private	2%	8%	44%	35%	11%	3.45
Midsize Religious	1%	7%	42%	47%	3%	3.42
Large Public	1%	5%	43%	46%	7%	3.53
Large Private/Religious	1%	10%	34%	49%	6%	3.48
Mega Public	4%	6%	28%	47%	15%	3.64

Info Trust: User Content (Parents)

How much do you trust the information you see on social media about colleges and universities when it comes from current and recently graduated students?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	2%	12%	53%	29%	4%	3.21
Woman	2%	12%	52%	30%	5%	3.24
Man	5%	13%	53%	25%	3%	3.08
Other Gender	3%	11%	54%	30%	3%	3.19
Asian/Pacific Islander	2%	9%	57%	26%	6%	3.24
Black/African American	2%	14%	53%	26%	5%	3.17
Hispanic/Latinx	2%	11%	47%	31%	8%	3.32
Other/Mixed Race	4%	11%	56%	24%	6%	3.17
White/Caucasian	2%	12%	52%	32%	3%	3.22
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	3%	15%	45%	33%	5%	3.22
Lower-middle-income	2%	10%	54%	29%	5%	3.27
Upper-middle-income	3%	11%	54%	29%	3%	3.19
High income	0%	19%	54%	22%	5%	3.12
Strongly Liberal	3%	12%	53%	29%	3%	3.17
Slightly Liberal	1%	8%	51%	35%	6%	3.37
Moderate	1%	10%	53%	31%	4%	3.27
Slightly Conservative	2%	16%	56%	22%	5%	3.11
Strongly Conservative	4%	11%	43%	39%	2%	3.24
Non-Political	3%	15%	57%	20%	6%	3.11
Christian	2%	12%	50%	32%	4%	3.24
Catholic	3%	14%	46%	30%	7%	3.25
Other Religious	2%	10%	55%	27%	6%	3.24
Non-religious	2%	12%	53%	29%	4%	3.21

Info Trust: User Content (Parents)

How much do you trust the information you see on social media about colleges and universities when it comes from current and recently graduated students? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	2%	13%	52%	29%	3%	3.17
West North Central	2%	20%	50%	27%	2%	3.07
Middle Atlantic	3%	9%	49%	32%	7%	3.31
Mountain	2%	16%	53%	28%	2%	3.13
New England	2%	9%	50%	37%	2%	3.29
Pacific	3%	16%	45%	35%	1%	3.14
South Atlantic	2%	7%	55%	30%	6%	3.32
East South Central	0%	12%	60%	26%	2%	3.19
West South Central	2%	14%	55%	23%	6%	3.15
International	5%	5%	63%	16%	11%	3.21
Full Rural	3%	12%	43%	36%	6%	3.31
Small Town	0%	13%	58%	27%	2%	3.19
Small City Suburban	3%	14%	52%	27%	5%	3.17
Large City Suburban	3%	8%	49%	35%	6%	3.33
Urban	3%	13%	57%	24%	3%	3.11
2-Year College	4%	13%	44%	37%	1%	3.18
Small Public	0%	18%	55%	24%	4%	3.13
Small Private	6%	13%	49%	27%	5%	3.11
Small Religious	4%	12%	41%	37%	6%	3.28
Midsize Public	2%	11%	53%	29%	5%	3.23
Midsize Private	0%	7%	57%	31%	4%	3.33
Midsize Religious	4%	17%	48%	28%	4%	3.11
Large Public	0%	10%	57%	30%	3%	3.26
Large Private/Religious	5%	0%	53%	21%	21%	3.53
Mega Public	0%	17%	65%	17%	0%	3

Influencers (Graduating Seniors)

Do you currently follow any social media influencer accounts?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	25%	9%	17%	30%	19%	3.09
Woman	23%	9%	16%	29%	22%	3.17
Man	31%	10%	17%	28%	15%	2.86
Other Gender	23%	8%	23%	37%	10%	3.03
Asian/Pacific Islander	30%	13%	13%	24%	20%	2.92
Black/African American	15%	10%	18%	32%	26%	3.45
Hispanic/Latinx	25%	10%	19%	28%	19%	3.06
Other/Mixed Race	34%	8%	15%	29%	14%	2.81
White/Caucasian	27%	8%	17%	31%	17%	3.05
High Achievers GPA	26%	9%	17%	29%	19%	3.05
Above Average GPA	27%	9%	16%	27%	21%	3.07
All Other GPA	17%	11%	18%	39%	15%	3.25
Low Income	20%	10%	17%	30%	23%	3.28
Lower-middle-income	25%	9%	18%	27%	21%	3.11
Upper-middle-income	28%	10%	16%	31%	16%	2.97
High income	33%	8%	13%	31%	16%	2.89
Strongly Liberal	20%	7%	19%	26%	28%	3.33
Slightly Liberal	21%	10%	18%	34%	17%	3.18
Moderate	23%	10%	17%	28%	22%	3.16
Slightly Conservative	27%	6%	15%	35%	18%	3.1
Strongly Conservative	31%	14%	13%	29%	14%	2.81
Non-Political	30%	11%	17%	25%	16%	2.86
Christian	22%	10%	17%	32%	19%	3.16
Catholic	24%	10%	15%	27%	24%	3.16
Other Religious	30%	5%	10%	27%	29%	3.21
Non-religious	27%	9%	19%	30%	15%	2.97

Influencers (Graduating Seniors)

Do you currently follow any social media influencer accounts? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	22%	9%	15%	35%	19%	3.19
West North Central	32%	8%	12%	35%	13%	2.91
Middle Atlantic	26%	8%	19%	23%	24%	3.11
Mountain	31%	8%	19%	27%	15%	2.89
New England	24%	9%	14%	32%	21%	3.18
Pacific	27%	13%	14%	28%	18%	2.97
South Atlantic	21%	10%	20%	28%	20%	3.17
East South Central	12%	8%	26%	33%	21%	3.44
West South Central	27%	7%	15%	30%	20%	3.1
International	37%	11%	11%	26%	14%	2.68
Full Rural	30%	8%	23%	23%	16%	2.86
Small Town	22%	8%	15%	34%	20%	3.23
Small City Suburban	28%	9%	18%	27%	19%	3
Large City Suburban	23%	10%	16%	32%	20%	3.17
Urban	27%	11%	15%	28%	20%	3.03
2-Year College	26%	12%	17%	32%	13%	2.94
Small Public	29%	8%	16%	28%	20%	3.02
Small Private	28%	7%	15%	33%	17%	3.03
Small Religious	26%	9%	22%	27%	15%	2.98
Midsized Public	22%	10%	16%	33%	20%	3.19
Midsized Private	28%	9%	23%	22%	19%	2.94
Midsized Religious	27%	7%	13%	40%	13%	3.07
Large Public	23%	12%	14%	31%	21%	3.16
Large Private/Religious	34%	7%	11%	22%	26%	2.98
Mega Public	23%	7%	19%	27%	24%	3.22

Influencers (Rising Students)

Do you currently follow any social media influencer accounts?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	26%	12%	17%	22%	24%	3.06
Woman	23%	12%	15%	23%	26%	3.17
Man	33%	9%	21%	21%	17%	2.81
Other Gender	38%	14%	14%	20%	14%	2.58
Asian/Pacific Islander	28%	9%	12%	21%	31%	3.18
Black/African American	14%	9%	22%	25%	30%	3.49
Hispanic/Latinx	18%	12%	13%	25%	33%	3.44
Other/Mixed Race	35%	11%	20%	19%	15%	2.68
White/Caucasian	32%	14%	16%	21%	18%	2.8
High Achievers GPA	30%	12%	15%	20%	23%	2.95
Above Average GPA	24%	11%	17%	25%	24%	3.13
All Other GPA	16%	12%	21%	25%	26%	3.32
Low Income	17%	13%	17%	22%	32%	3.38
Lower-middle-income	24%	12%	17%	26%	21%	3.08
Upper-middle-income	31%	11%	16%	22%	20%	2.88
High income	32%	10%	17%	17%	24%	2.91
Strongly Liberal	20%	6%	19%	22%	33%	3.41
Slightly Liberal	26%	7%	14%	25%	29%	3.23
Moderate	22%	11%	22%	22%	24%	3.16
Slightly Conservative	34%	20%	11%	20%	15%	2.61
Strongly Conservative	32%	14%	18%	25%	11%	2.68
Non-Political	25%	13%	16%	22%	24%	3.06
Christian	27%	14%	17%	21%	22%	2.97
Catholic	19%	8%	16%	20%	37%	3.47
Other Religious	27%	14%	14%	22%	23%	3
Non-religious	29%	8%	16%	28%	19%	3.02

Influencers (Rising Students)

Do you currently follow any social media influencer accounts? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	18%	16%	16%	27%	23%	3.21
West North Central	31%	10%	18%	18%	24%	2.95
Middle Atlantic	26%	11%	17%	19%	26%	3.08
Mountain	38%	12%	12%	22%	16%	2.66
New England	18%	7%	14%	25%	36%	3.54
Pacific	29%	15%	10%	19%	28%	3.02
South Atlantic	26%	6%	17%	22%	29%	3.22
East South Central	22%	16%	28%	20%	15%	2.88
West South Central	20%	12%	22%	29%	17%	3.11
International	32%	4%	16%	16%	32%	3.12
Full Rural	30%	13%	20%	24%	13%	2.78
Small Town	27%	13%	21%	16%	24%	2.98
Small City Suburban	26%	10%	16%	24%	23%	3.08
Large City Suburban	26%	14%	15%	22%	23%	3.02
Urban	22%	9%	15%	25%	30%	3.32
2-Year College	35%	23%	4%	21%	17%	2.61
Small Public	18%	11%	20%	32%	18%	3.21
Small Private	25%	16%	25%	18%	18%	2.88
Small Religious	24%	15%	22%	20%	20%	2.98
Midsized Public	29%	11%	18%	21%	20%	2.93
Midsized Private	23%	15%	15%	19%	28%	3.15
Midsized Religious	35%	10%	19%	21%	15%	2.72
Large Public	23%	10%	13%	27%	27%	3.25
Large Private/Religious	24%	6%	12%	19%	39%	3.42
Mega Public	19%	8%	19%	27%	27%	3.34

Influencers (Parents)

Do you currently follow any social media influencer accounts?

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
All Respondents (2025)	37%	8%	21%	20%	14%	2.65
Woman	36%	8%	20%	22%	14%	2.71
Man	46%	10%	22%	11%	12%	2.34
Other Gender	39%	11%	19%	14%	17%	2.58
Asian/Pacific Islander	48%	6%	9%	19%	19%	2.54
Black/African American	19%	11%	30%	20%	20%	3.12
Hispanic/Latinx	35%	7%	25%	21%	12%	2.68
Other/Mixed Race	38%	9%	19%	14%	19%	2.67
White/Caucasian	45%	8%	17%	21%	10%	2.43
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	30%	12%	19%	23%	18%	2.88
Lower-middle-income	34%	8%	18%	23%	17%	2.82
Upper-middle-income	41%	7%	23%	18%	12%	2.52
High income	51%	8%	22%	13%	6%	2.17
Strongly Liberal	35%	4%	21%	22%	18%	2.83
Slightly Liberal	29%	8%	23%	22%	18%	2.92
Moderate	39%	9%	21%	18%	14%	2.6
Slightly Conservative	39%	8%	25%	16%	12%	2.54
Strongly Conservative	37%	7%	19%	27%	9%	2.64
Non-Political	42%	13%	18%	15%	12%	2.41
Christian	34%	10%	20%	21%	15%	2.73
Catholic	42%	6%	22%	19%	12%	2.54
Other Religious	30%	10%	21%	21%	18%	2.88
Non-religious	40%	4%	20%	20%	16%	2.69

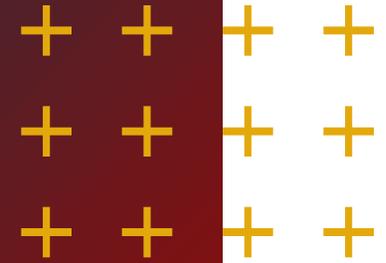
Influencers (Parents)

Do you currently follow any social media influencer accounts? (Continued)

Audience	No Trust at All	Slight Trust	Some Trust	High Trust	Complete Trust	Average Score
East North Central	44%	6%	13%	22%	15%	2.58
West North Central	38%	13%	15%	20%	15%	2.6
Middle Atlantic	37%	11%	21%	14%	16%	2.62
Mountain	36%	8%	22%	28%	6%	2.61
New England	36%	4%	27%	22%	11%	2.69
Pacific	40%	3%	22%	18%	17%	2.69
South Atlantic	36%	10%	21%	18%	15%	2.65
East South Central	36%	7%	29%	21%	7%	2.57
West South Central	35%	9%	24%	19%	14%	2.69
International	21%	16%	21%	21%	21%	3.06
Full Rural	46%	9%	22%	16%	7%	2.31
Small Town	40%	7%	19%	22%	13%	2.62
Small City Suburban	38%	10%	22%	19%	12%	2.59
Large City Suburban	34%	10%	22%	19%	15%	2.71
Urban	35%	6%	18%	20%	21%	2.88
2-Year College	31%	6%	26%	27%	10%	2.78
Small Public	44%	9%	19%	18%	10%	2.42
Small Private	42%	5%	30%	12%	12%	2.48
Small Religious	36%	12%	12%	18%	22%	2.78
Midsized Public	32%	9%	24%	20%	16%	2.8
Midsized Private	41%	9%	20%	11%	19%	2.57
Midsized Religious	44%	7%	15%	24%	11%	2.51
Large Public	40%	9%	14%	25%	12%	2.59
Large Private/Religious	26%	21%	16%	21%	16%	2.79
Mega Public	41%	9%	18%	18%	14%	2.55

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